

Harnessing the Power of Difference – Gender Intelligence in the Workplace

Fifty percent of our workforce is now female. However organisations were traditionally designed for men. Systems, culture and leadership tools designed for men may not be as effective for most women. This may well explain why women do not progress as fast as men, tend to feel excluded, undervalued and are prone to leave organisations prematurely.

The research will give leaders a practical toolkit to guide them in engaging, motivating and inspiring their team in a gender intelligent way.

Help develop the leader of the future – take part with your organisation

W₂O Consulting & Training is looking for 3 organisations to participate in the research. Taking part would be most beneficial to organisations that are looking for new ways to significantly improve retention, and progression, in the female talent pipeline. It's especially suitable for organisations looking for initiatives aimed at line managers, and/or a diversity initiative that includes men.

Benefits of taking part in the research

Participating organisations can help shape the research, will be the first to have insight into the outcomes and will receive a personalised report and board briefing. Join in to:

- Find new ways to increase the female talent pipeline and improve gender balance
- Make current gender initiatives more effective
- Participating managers learn new tools and insights, enabling them to flex their style and harness the power of difference, bringing out the value of women. This in turn will increase team cohesion, effectiveness and performance.

Input requested

Participating organisations will receive 3 workshops (of 2 hours each) with a group of line managers. Workshops will be followed up by a short survey with participants, giving you direct feed-back of Return on Investment.



The first 3 organisations responding will be selected to take part. If you would like to know more or would like to take part contact: Inge Woudstra, W₂O Consulting & Training, inge@w2oconsultingandtraining.co.uk, 0208 948 4381

Inge Woudstra – Researcher, Trainer, Gender Balance Expert

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Inge is the director of W₂O Consulting & Training. She is an experienced researcher, qualified facilitator and tutor, and an Associate at Ashridge, MyFamilyCare and Article13.

She has conducted and published a number of surveys and research reports for Ashridge Business School in the areas of Leadership and Corporate Responsibility.

With W₂O she designs and runs events, workshops and training programmes helping organisations retain and develop female talent, with a special focus on Gender Intelligence.

She is well-known for her flagship web-portal: Mum & Career. The portal is packed with free resources and shows professional working mothers how to navigate career and family.

Previously she has worked for nearly two decades as a Business Consultant at Siemens and in Corporate Responsibility at Shell and Chatham House (Royal Institute of International Affairs).