

# What Women Want From Men in the Workplace

## Moving from Unconscious Bias to Conscious Advancement

Join OneKC for Women for a groundbreaking presentation on the four types of actions that **executives, managers** and **male** colleagues can take to drive business results by recruiting, retaining and advancing women. Global speaker, Rania Anderson, will deliver practical advice that you will be able to immediately apply.

Wednesday, December 13th

Grand Street Cafe

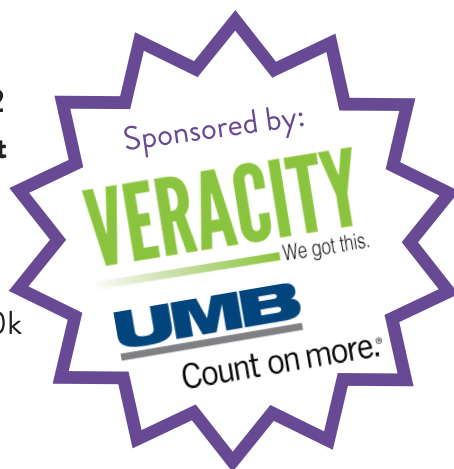
4740 Grand Ave, Kansas City, MO 64112

7:30 - 8:00am Registration and Breakfast

8:00 - 9:00am Program

### Sponsorship Opportunities:

- Presenting Sponsor (1 available) - \$10k
- Partner Sponsor (2 available) - \$5k
- Table Sponsor (table of 10) - \$500



For more information, please contact Erin Cole at [ecole@kcwen.org](mailto:ecole@kcwen.org) or (816) 595-1297.

## A Benefit for OneKC for Women

Companies and businesses will not thrive without fully utilizing the talents of skilled women. The data is clear: Fully engaging more women and gender balancing your leadership team increases success and profitability.

There is money on the table. According to the World Economic Forum and McKinsey we can add \$12 trillion dollars in global GDP by 2025 if we achieve gender parity.

**Why should we care?** There is a dramatic and growing shortage of skilled talent in a marketplace where over 50% of university graduates are women. Countless studies irrefutably demonstrate that gender balanced teams improve business results. A business simply cannot win by relying only on half the talent pool.

**What's missing?** Managers and leaders, most whom are men, and are at all levels of companies have been sidelined and left out of the strategy. Without their involvement to execute on the desired objective there's no hope for progress.

**The solution.** The truth is that most men, managers and leaders want women to succeed, but they don't know what to do. Rania Anderson, one of a handful of global experts on this topic, has developed a new behavioral model and written a forthcoming book to equip managers to drive their businesses by the way they recruit, retain and advance women. She has shared her expertise with Fortune 100 companies including: American Express, Barclays Bank, GM, Microsoft, P&G and PwC.



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She is a global speaker, an executive business coach and the author of the award-winning book *Undeterred: The Six Success Habits of Women in Emerging Economies*, the first career advice book expressly written for educated women in developing and emerging economies.

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