

## Word from Maureen Frank

Hello and welcome to the first edition of Firefly!

As you know, our company **emberin** focuses on helping organisations retain, attract and grow their women. The word '**emberin**' represents the stoking of the embers inside you and your people – this is our brand promise. We have chosen the name Firefly for our e-letter as it represents the people we touch flying with new found fire in their bellies (in other words, their new found empowerment!).

I hope our e-letter gives you the chance to take a break, have a cuppa and catch up on some news that you are passionate about, that is - *inspiring people performance* – either in others or yourself!

I wanted to put this newsletter together to provide genuine information for people who are motivated by global best practice in gender leadership and who are looking for ways to advance women in the workforce. We will explore global news on gender equity; provide you with leadership tips at work and empowerment tips for your life in general; and keep you informed of all of the latest offerings from **emberin**.



Maureen

## my mentor Update



**emberin's** *my mentor* program for women continues to be taken up by Australia's leading companies with resounding success. This is our 10 week CD/DVD and Workbook based career development and life empowerment program for women. The results have been phenomenal, with one client reporting that 20% of women who participated had been promoted within the 10 weeks of the program AND a total of 30% had been promoted within three months of the program. The latest rollouts include The Commonwealth Bank, Pricewaterhouse Coopers, the Australian Logistics Council, ANZ, Stockland, Department of Natural Resources and Water, Connell Wagner, ING Australia, Suncorp, Telstra and British American Tobacco.

*An example of the use of the my mentor program as a tool to assist a comprehensive women's program is being run by the Australian Logistics Council.*

The complete program was designed by **emberin** with the ALC and is being facilitated by the ALC with support from **emberin**.

The Australian Logistics Council (ALC) – the national umbrella body for Transport and Logistics in Australia has launched an innovative mentoring program for women – 'Moving Women Forward', utilising the *my mentor: challenging women to step up* program.

The ALC and 22 women from 19 T&L organisations were involved in the pilot mentoring program aimed at fostering personal and professional development, developing extensive industry networking channels with women already in the industry and to pave the way for more to follow.



### **my mentor Feedback**

Participants of the *my mentor* program have started to reap the benefits of their new found empowerment. Here are some inspiring testimonials from some of our recent graduates.

*"I now have belief in myself. I'm making myself more visible in my work area and have explicitly sought feedback on my work. I'm now more accepting of the feedback I receive and am building it into my career goals. I'm also proactively seeking development opportunities.*

*"my mentor challenged me to really look at myself in ways that I have never thought of and provide me with some tools as to how to improve. It provided me with a foundation of ways to look at different situations, speak with people and grow more as a person professionally as well as personally.*

*"I have learnt how to step out of my comfort zone and ask for the things that I want with a win-win situation for me as well as my employer; which I have already had good outcomes with. I have also learnt that positive thoughts really create positive outcomes.*

## **Gender Equity News**

### **On the global front...**

The Global Advancement of Women conference was held in Johannesburg in August. The conference was run by Working Mother Magazine (USA based magazine with readership of over two million).

Chosen by Price Waterhouse Coopers (PWC) Global to be the only Australian speaker at the conference, Maureen Frank shared the podium with the US Ambassador to South Africa and the Deputy Prime Minister of South Africa on the subject of mentoring for women.

### **Here in Australia...**

It is a revelation to see that Australia's top government job has been filled by a woman, however it is saddening to hear that on the other hand if you are a mother in the public service, on the whole, your career is limited.

### **Motherhood harms careers in the Public Service**

Government research has revealed that women who take maternity leave are less likely to be promoted in Australia's public service than those without children.

The Australian Public Service Commission, a government agency that monitors the workings of the nation's bureaucracy, revealed that 65 percent of women who returned to public service after taking maternity leave in 2001 had not been promoted by last year.

Of women who had not had children in that period, only 42 percent had been overlooked for promotion.

"It is apparent that there is an effect on their career progression," the commission said of female bureaucrats who have children.



**And in emberin...**

## **Australian Entrepreneur to Mentor Indian Businesswomen!**

**emberin** will launch their successful women's mentorship program, *my mentor*, in India on November 20 this year.

After visiting India in late January, as part of a women's Austrade business delegation, Maureen Frank, founder of **emberin**, has been quick to establish a Joint Venture with likeminded Bangalore-based diversity consultants, Interweave. [www.interweave.in](http://www.interweave.in) Together with Interweave, Ms Frank will roll out the *my mentor* program in an effort to help advance women, working mothers and diversity in general, in the Indian workplace.

"My program will initially be used in large Indian IT corporations where mentorship for women can help the organisation achieve greater results through a happy, diverse workplace," Ms Frank said.

## **Telstra Men to Step up to Gender Diversity Challenge**

Telstra is currently working with **emberin** on a joint gender diversity project purposely created for over 1000 of Telstra's middle to senior male management.

The program, called *my mentor Alphaplus, men: mastering gender leadership* will take select Telstra men through a self-guiding six week mentorship program to educate them about gender diversity issues and to encourage them to help advance women in their organisation.

This program will be available to other organisations in 2009. It is designed to operate 'hand in hand' with our women's program. Please let us know if you would like to register your interest in the men's program. [magic@emberin.com.au](mailto:magic@emberin.com.au)



## **Did you know?**

Here's some interesting information on the importance of mentoring.

- 77% of companies report that mentoring programs were effective in increasing retention (Source: The Center for Creative Leadership)
- 35% of employees who do not receive regular mentoring look for another job within 12 months (Source: Emerging Workforce study by Spherion)
- 62% of employees who have received mentoring say they are very likely to stay with their current employer (Source: Yellowbrick)
- 75% of executives point to mentoring as playing a key role in their careers (Source: ASTD)
- 44% of CEOs list mentoring programs as one of the three most effective strategies to enhance women's advancement to senior management (Source: Dr. Belle Ragins for Catalyst)
- CEOs state that one of the top three factors affecting career growth was mentoring (Source: Account Temps survey of Fortune 500 companies)
- Managerial productivity increased by 88% when mentoring was involved, versus only a 24% increase with training alone (Source: ASTD)
- 71% of Fortune 500 companies use mentoring to ensure learning occurs in their organisations (Source: ASTD)
- 95% of mentoring participants said the experience motivated them to do their very best (Source: The War for Talent by Ed Michaels, Helen Handfield-Jones & Beth Axelrod)
- More than 60% of college and graduate students listed mentoring as a criterion for selecting an employer after graduation (Source: MMHA)
- 76% of Fortune's top 25 companies offer mentoring programs (Source: Fortune)
- 96% of executives say mentoring is an important development tool (Source: Account Temps)

[www.emberin.com.au](http://www.emberin.com.au)

## emberin Tips

If you are an employer here are some facts you should be aware of to retain and attract female talent, if you are an employee, here are some things that you might take note of...

### Where do women want to work?

- Women want to experience exciting and challenging **opportunities**. Your organisation needs to be seen to be doing this - how do you market this and how do your corporate values drive this?
- Women are influenced by **progressiveness**. What forward-thinking employee initiatives demonstrate that you are a progressive employer - e.g. recruitment campaigns, flexible working, training and development, equal pay reviews, networking, inspiring role-models, childcare, etc? And what are the successful outcomes of these initiatives?
- When it comes to competing on the human front, society now demands that large employers possess a credible reputation in responsibly developing people and in retaining talent by supporting their mandatory work needs. A diverse workforce is more effective because it better reflects its customers and shareholders, and is more equipped to understand global trends and issues. It will be these organisations that will progressively win the war for talent. What is the diverse composition of the organization? How is workforce **diversity** encouraged and achieved?
- Women need greater access to **connectivity** - How modern is your technology and infrastructural processes to allow better employee work flexibility and mobility, transparent access to information, efficient processes, etc?
- Women are heavily influenced by **responsibility** – the 'give back' factor. How does your organisation demonstrate its corporate social and environmental responsibility? What is your successful impact and contribution to the world? Why are you a good organisation to work for where employees are proud to work?

## Great reading this month

<http://www.humanrights.gov.au>

<http://www.eowa.gov.au>

<http://www.theglasshammer.com>

<http://www.sphinx.org>

<http://www.businesswomensawards.telstra.com>

<http://www.women-omics.com>

[http://pwc.blogs.com/gender\\_agenda](http://pwc.blogs.com/gender_agenda)



## Meet the emberin Team

emberin is growing and we're pleased to be able to introduce you to our team.

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