



Welcome to the latest edition of our eNewsletter

Word from Maureen Frank

Hello everybody!

I'm finding it hard to believe it is December. It certainly has been one of the busiest years of my life with some amazing experiences under my belt. I'm hoping it has been a similar year for you all.

It seems that the 'economic crisis' is dominating the landscape at present. Whilst I appreciate business is doing it tough, it never ceases to amaze me how the focus on people is instantly lost in times like this. Your organisation's human capital is its greatest asset and it is in difficult times that people need to be nurtured, retained and the strategy for talent attraction remains strong. What is your organisation doing in 2009 to maintain and strengthen its human capital strategy? Allow me to be your voice of conscience!

emberin has grown significantly this past year – my team has doubled in size, the business has expanded to India and we have launched a pioneering men's program on gender leadership. Our business has certainly been enriched by the many wonderful diverse people and organisations we have met and worked with. I wanted to take this opportunity to thank all of our valued clients for their support but also thank those who have touched our lives in some way this past year.

To me this time of year is very special. It is a time of reflection and a time of dreaming and planning for the year to come. I encourage all of you to take some time to think about your future – what do you want to achieve in 2009? How can you make these things happen? Now is the time for creating that personal and professional road map to lay the foundations for a fantastic year ahead!

Have a happy and safe Christmas everyone.

Gender Equity News

On the global front...

Closing the Gender Gap

Pricewaterhouse Coopers has recently released a powerful 20 minute DVD on gender leadership entitled 'Closing the Gender Gap'. The DVD features numerous global leaders sharing their views on gender diversity and why the leaking pipeline of women out of organisations needs to be fixed. Our very own Maureen Frank is featured on the DVD and shares top tips for businesses on how to understand the business case on why more women are needed in the workforce and what strategies organisations can adopt to reverse the leaking effect!

Emberin recently shared the DVD with our friends at Stockland and everyone in the room felt it was a valuable lesson for both men and women!

You can watch the DVD online at Pricewaterhouse Cooper's [website](#) and you can also download a very effective [companion guide](#) for your organisation to use.

my mentor India

emberin recently travelled to India to launch my mentor India at the NASSCOM Women in Leadership IT Summit in Bangalore. The program was launched by Maureen in conjunction with Pramod Bhasin, the CEO of Genpact and the founder of outsourcing in India, and the fabulous Cleo Thompson of the Gender Advisory Council of Pricewaterhouse Coopers from London.

Maureen



my mentor Update

Congratulations to recent graduates of the my mentor program from Commonwealth Bank, ANZ, Telstra, Stockland, British American Tobacco, Australian Logistics Council T&L representative organisations and the Department of Natural Resources and Water (Qld).

We can't wait to welcome the following new organisations who are signing up to use my mentor in 2009 to the emberin fold:

- Qantas
- Queensland Transport
- EPA (Queensland)
- Australia Post (NSW)
- Thales
- Westpac

my mentor Feedback

We wanted to share this piece of feedback with you all...

"I felt compelled to write and thank you Maureen for creating a package that truly 'speaks' to me. At times I felt myself looking over my shoulder and thinking that you must have been close by, as I listened to you inspire me through the cd's. It seemed as though I picked up the right cd at the time I needed it most. They will be tools I will come back to in the future to help me through issues that are sure to come my way! Today was the final formal teleconference for our group and we have made a commitment to each other that we will continue the networking we have established. For me the Women's Development Program has been worth every minute of the personal confrontation I have worked through. I look forward to having the opportunity to hear you speak in person one day."

Did You Know?



Accenture India has already signed up 120 women to undertake the program and the following organisations have also expressed interest in doing a trial: Honeywell, Infosys, ANZ India, Pepsi, PwC India, Hewlett Packard, Cisco, IBM, Tata, Bank of America and many more.

Here in Australia...

Hot on the heels of the release of the EOWA Census results, Federal Sex Discrimination Commissioner, Elizabeth Broderick released 'Effectively preventing and responding to sexual harassment: A Code of Practice for employers' at a forum of employers and business leaders in Melbourne.

The Commissioner said that the Australian Human Rights Commission's recent Sexual Harassment National Telephone Survey found that 22 per cent of women and 5 per cent of men have experienced sexual harassment in Australian workplaces. The survey also found that, of the respondents who said they had not experienced sexual harassment according to the legal definition, when presented with examples of behaviours that are considered to be sexual harassment, one in five said they had experienced one or more of them.



Maureen Frank also presented at the forum "Sexual harassment impacts the bottom line". Maureen said proactive risk management against sexual harassment is good for business and that businesses need to adopt a

According to Cheskin Research, women are leaving corporate America at twice the rate of men. Why are they leaving? In an article published by The Conference Board entitled *Escape From Corporate America*, author Laurel Delaney states, "...they are seeking freedom, flexibility, recognition, more money, and opportunities to leave a legacy..." In a study entitled *Women Entrepreneurs: Why Companies Lose Female Talent And What They Can Do About It* (conducted by Catalyst, the National Foundation for Women Business Owners, the Committee of 200, and Salomon Smith Barney), the study participants cited the following four reasons for leaving corporate jobs to start their own businesses:

- The need for more flexibility (51%)
- The "glass ceiling" (29%)
- Unhappiness with the work environment (28%)
- Lack of challenge (22%)

The study participants further defined "the glass ceiling" and "unhappiness with the work environment" as follows:

- Their contributions were not recognised or valued
- They were not taken seriously
- They felt isolated as one of few women or minorities
- They were excluded from informal networks
- They were excluded from training opportunities
- They faced inhospitable corporate cultures

A good place to start is with education. You can teach your employees how to recognise and appreciate similarities and differences in gender culture and perspectives. It is also helpful if you provide your employees with tools and resources that will help them improve cross-gender communication and effectiveness. Organisations that create a supportive and equitable business culture enjoy the following benefits:

- A culture where both men and women want to work
- Enhanced productivity and retention
- More productive working relationships between men and women
- Increased respect and trust between men and women, men and men, women and women
- Reduced conflict, miscommunication, and misunderstandings
- Better financial results
- Improved access to a growing, well-

strong gender diversity strategy to reduce the risk of claims and negative reputational and financial consequences. Both the Code of Practice and the Quick Guide can be downloaded from the Australian Human Rights Commission [website](#).

Maureen's presentation is available by contacting anita@emberin.com.au

And in emberin...

emberin would like to congratulate Telstra on being the first company in the world to look at gender diversity in a unique way – focusing on assisting men with their journey in understanding the differences between the genders. emberin is proud to have been able to work with Telstra in the creation of *Alphaplus* - a program in the same style as our women's program – *My Mentor – Challenging Women to Step Up*. The program was launched in Telstra on November 17 and is exclusively available to men at Telstra for now. In 2009, emberin will be launching a version of this which is more broadly available – so please let us know if you would like some information when it is available.



As a leading Australian gender diversity expert, Maureen Frank is passionate about including men in the gender diversity strategy of leading companies throughout the world. **emberin** conducted a body of research in association with the creation of this program which will be released shortly.

Emberin Tips

Are you making the right impression? If you answer "yes" to the following questions, you're probably on the path to success. Keep plugging away!

1. Do people come to you for information, or rely on you to find it when necessary?
2. Are you willing to share helpful information

educated

segment of the workforce

- Improved market share
- Better management



Both men and women have unique and valuable talents to contribute to organizations. When these talents are merged in a supportive, equitable business culture, the result is NOT a redistribution of promotions, authority, and other rewards from men to women. Rather, the result is the creation of a larger and growing "pie" that can be shared by all participants. This "win-win" scenario provides a meaningful justification for active participation by both men and women in gender diversity programs.

3. Have people commented that you have a great attitude?
4. Do you put time into creating a professional appearance?
5. Do you stand up for yourself when necessary?
6. Are people eager to work on a team with you?
7. Do you try to stand out by working hard and acting professionally, rather than putting others down for the sake of your own gain?

Great reading this month

- www.womenworking.com
- www.pwc/gender_agenda/
- www.catalyst.org
- www.tymson.com.au
- www.fitt.org.au
- www.networkingexposed.com.au
- www.stylecounselonline.com.au
- www.truckinn.com.au

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