

Welcome to Issue 7 of our eNewsletter
www.mymentorindia.com

**Update from Maureen Frank - Creator of
*my mentor***

I've recently been inspired by some amazing women who I have met through the course of my work around the world and I thought I would take the opportunity to share a little bit about what makes each of them great. I find that when you are truly inspired by another woman, it fills up your motivation fuel tank and you gain some additional strength from them to help you believe in yourself and know that you can do it too!

Tania Whyte is President of Linfox Commercial, part of Linfox Logistics – one of Asia-Pacific's largest and most successful transport and logistics organisations. What impresses me about Tania is her knowledge of her business and the markets in which she operates. She has made it to the top because she has what I call KNOCKOUT – she is so good at what she does there is no doubt about her capability.

Poonam Barua, Convenor of WILL – Forum for Women in Leadership and Head of Pamasia Global Corporate Advisory, continues to pioneer new territories with her leadership forum in India which is now bursting forth onto the international arena. She led the recently held 7th Forum for Women In Leadership in New Delhi with senior women from across India taking time out of their busy schedules to participate in the groundbreaking Forum. What impresses me about Poonam is her resolve to raise the bar when it comes to discussions about gender inclusivity and her ability to engage senior men from across the corporate sector to participate in the wave of change.

Look around you. I'm sure there is an inspirational woman whom you know, or have met recently, who can help motivate you to believe in yourself - to step

my mentor India

April was another watershed month for us at Emberin India. We attended the 7th Women In Leadership Forum (WILL) under the innovative leadership of Ms Poonam Barua (pictured below with Anita Pahor). Emberin took to the stage alongside Anju Palwar from Genpact, Gurgaon to discuss the issue of mentoring in corporate India.

The Forum, held at the India Habitat Centre in New Delhi, attracted women from across the corporate sector and from across India itself. Sponsored by ONGC, the 7th WILL Forum ran sessions that engendered spirited dialogue on topical issues such as "Developing the Business Case for Women". Plenty of great ideas were exchanged and tabled for inclusion into the next series of papers that will be issued by WILL.



In other news, PricewaterhouseCoopers has continued to rollout *my mentor* across India with PwC Bangalore, Kolkata and Gurgaon announcing plans to sponsor over 60 women on the *my mentor* challenge. **emberin** is delighted to continue to partner with PwC in the rollout of this program and we continue to be inspired in the investment that PwC is putting into its female staff during the global financial issues the corporate sector is facing. "21st Century leaders and 21st Century companies are investing in their people now. They are realising that the global talent pool is filled with women and they are investing in them. These companies choose to have a long term perspective and understand that the global financial challenges will not be with us forever and they are positioning themselves now to be ahead of the competition when the tide turns. This is strategic

up, stand up for what you believe in and challenge yourself too.

We are very fortunate to have such wonderful role models to look up to – we all need mentors to make us believe that breaking new ground is possible! I hope you enjoy this edition of the **emberin** newsletter. If you have any feedback or suggestions we'd love to hear from you. Please contact us at magic@emberin.com



Gender Diversity News

On the global front...

On March 11 2009, President Obama established a White House Council on Women and Girls. Read the excerpt from the Press Release:

"Over the past generation, our society has made tremendous progress in eradicating barriers to women's success. A record number of women are attending college and graduate school. Women make up a growing share of our workforce, and more women are corporate executives and business owners than ever before, helping boost the U.S. economy and foster U.S. competitiveness around the world. Today, women are serving at the highest levels of all branches of our Government.

Despite this progress, certain inequalities continue to persist. On average, American women continue to earn only about 78 cents for every dollar men make, and women are still significantly underrepresented in the science, engineering, and technology fields. Far too many women lack health insurance, and many are unable to take time off to care for a new baby or an ailing family member. Violence against women and girls remains a global epidemic. The challenge of ensuring equal educational opportunities for women and girls endures. As the current economic crisis has swept across our Nation, women have been seriously affected.

These issues do not concern just women. When jobs do not offer family leave, that affects men who wish to help care for their families. When women earn less than men for the same work, that affects

leadership and **emberin** is proud to work with such visionary companies" CEO and Founder of **emberin**, Maureen Frank said when commenting on the global financial situation.

emberin continues to work alongside NASSCOM in the rollout of a *my mentor* Program for women across a number of corporations in the city of Bangalore and will soon launch a program through NASSCOM Hyderabad, the city known worldwide for its expertise in the IT/BPO sector. According to NASSCOM, out of the 1.6 million employees in the Indian IT industry, approximately 30% are women and by 2010, this number will rise to 45%. However, statistics show that the percentage of women in the IT/ITES sectors is much higher at the entry level than at the middle and senior management roles. Realising this, many firms are looking at ways to foster leadership talent in women executives and thus making the organisation more gender diverse.

PricewaterhouseCoopers wins Prestigious Global Award for its Gender Diversity Work and Achievements

emberin congratulates PricewaterhouseCoopers for being named winner of the 'Global Award' at the Opportunity Now Awards Dinner 2009, held on 30 April in London, UK. The award, which recognises an outstanding diversity program that extends across at least three countries, is in acknowledgement of the work and achievements of PwC's global Gender Advisory Council (GAC), an international group of 14 senior male and female leaders from around the world who actively work to improve the representation of PwC women in the workplace.

Moira Elms, Global Partner for People, Knowledge, Brand and Communications and chair of the Gender Advisory Council, says: "We are extremely proud of this distinction. At PwC, we are committed to ensuring women have the opportunity to build a rewarding career and move into leadership positions. Since its foundation in 2006, the Gender Advisory Council has made a real impact. Every year, we see an increase in the number of female partners around the world. And we now have two talented women on the global leadership team."

Cleo Thompson, Gender Advisory Council Program Manager, who, with Moira Elms, accepted the award on behalf of PricewaterhouseCoopers, adds: "I am

families who have to work harder to make ends meet. When our daughters do not have the same educational and career opportunities as our sons, that affects entire communities, our economy, and our future as a Nation. The purpose of this order is to establish a coordinated Federal response to issues that particularly impact the lives of women and girls and to ensure that Federal programs and policies address and take into account the distinctive concerns of women and girls, including women of color and those with disabilities."



Earlier in 2009, the Stamford Advocate reported on a presentation by Barbara Annis, the founder of Barbara Annis & Associates, a consulting firm on gender diversity a recognized expert on gender issues in the workplace. In her book *Leadership and the Sexes*, Annis provides information about brain-based research on gender differences in leadership.

The Stamford Advocate reported "In her recent presentation before about 60 human resource professionals called *Leadership and the Sexes: How to maximize talent*, Annis explained, among other things, what neuroscience has discovered about men and women and its relevance for human resources, as well as how to create a gender-intelligent organization. Women may feel dismissed at the workplace because of the different ways men and women perceive situations, solve problems, communicate and lead, Annis said. Women, whose brains are 40% more connected to the emotional center than men's minds, are more likely to feel rewarded by teamwork, whereas men recognize 'winning the game' as the reward, Annis said. Furthermore, women tend to enter into a dialogue when making decisions, whereas men tend to just make decisions, she said. 'We solve problems differently,' she said. A woman also is more likely than a man to try to help a colleague with a personal

delighted we have won this award, particularly since Opportunity Now is such a respected and prestigious organisation and one of the few bodies to recognise achievement in global diversity."

Emberin is proud to be associated with PwC across the globe and applauds the foresight and vision of the company and achievements of the Gender Advisory Council. To read more about what PwC is doing in the area of gender inclusivity, visit

http://pwc.blogs.com/gender_agenda.



Inspirational Women

The **emberin** team met with a number of senior executives across India recently. All of them inspired us as they shared their passion for the work they do. **emberin** caught up with Alka Joshi, Associate General Manager Human Resources at HCL in Gurgaon recently who shared about what it's like to work for an organization named No. 1 Employer in India. The Hewitt *Best Employers in Asia 2009* study is conducted by Hewitt Associates in partnership with Dow Jones and The Wall Street Journal Asia and in collaboration with local partners in each market. HCL Technologies was named as a No. 1 Employer in India 2009. Mrs Joshi spoke passionately about the pride felt by the HCL employees in being associated with such a prestigious award. She shared the company's philosophy regarding Employee First and how that is the cornerstone of the Women First Program that she has implemented across the business. **emberin** congratulates Mrs Joshi, the Board and CEO of HCL Technologies for their exemplary leadership.

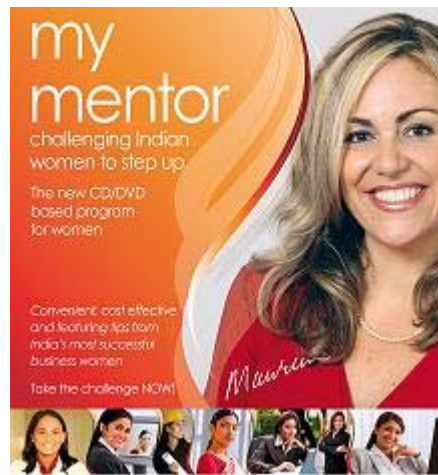


my mentor pricing updates

For a very limited time only, the My Mentor prices will remain as they were for 2008. If you place your order for My Mentor kits before 30 June 2009, we will extend the discount price to you of 5,000 INR for order of more than 10 kits. For orders of over 100 kits, please contact magic@emberin.com for additional discounts. Effective 1 July 2009, the new price schedule will apply. So get in quick and order now!

problem whereas 'he won't touch it with a 10-foot pole,' said Annis".

These sentiments were echoed recently among women across New Delhi, Gurgaon, Hyderabad and Bangalore during a number of workshops and presentations facilitated by **emberin** – women in corporate India citing that their inability to grasp the differences between their styles and those of their male peers had prevented them from moving forward in the past. Many senior women in India told **emberin** that they wish to pass on their learnings to the younger generation of corporate women – so that they can advance quicker. The *my mentor* Program is the first program in the world that takes this feedback and data and incorporates exercises and examples into the *my mentor* program. Women are experiencing amazing results as they take the information provided in *my mentor* and incorporate it into their daily work lives.



Contact details for India

To enquire about running a My Mentor pilot in your organisation contact magic@emberin.com

In our next issue

- Meet more inspiring women across the Indian corporate sector
- More updates from Maureen Frank, Founder and CEO of Emberin
- Global issues in gender inclusivity – read about what the leaders are initiating

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