



WHAT BUSINESS ASSOCIATIONS CAN DO TO DEVELOP WOMEN'S CAREERS

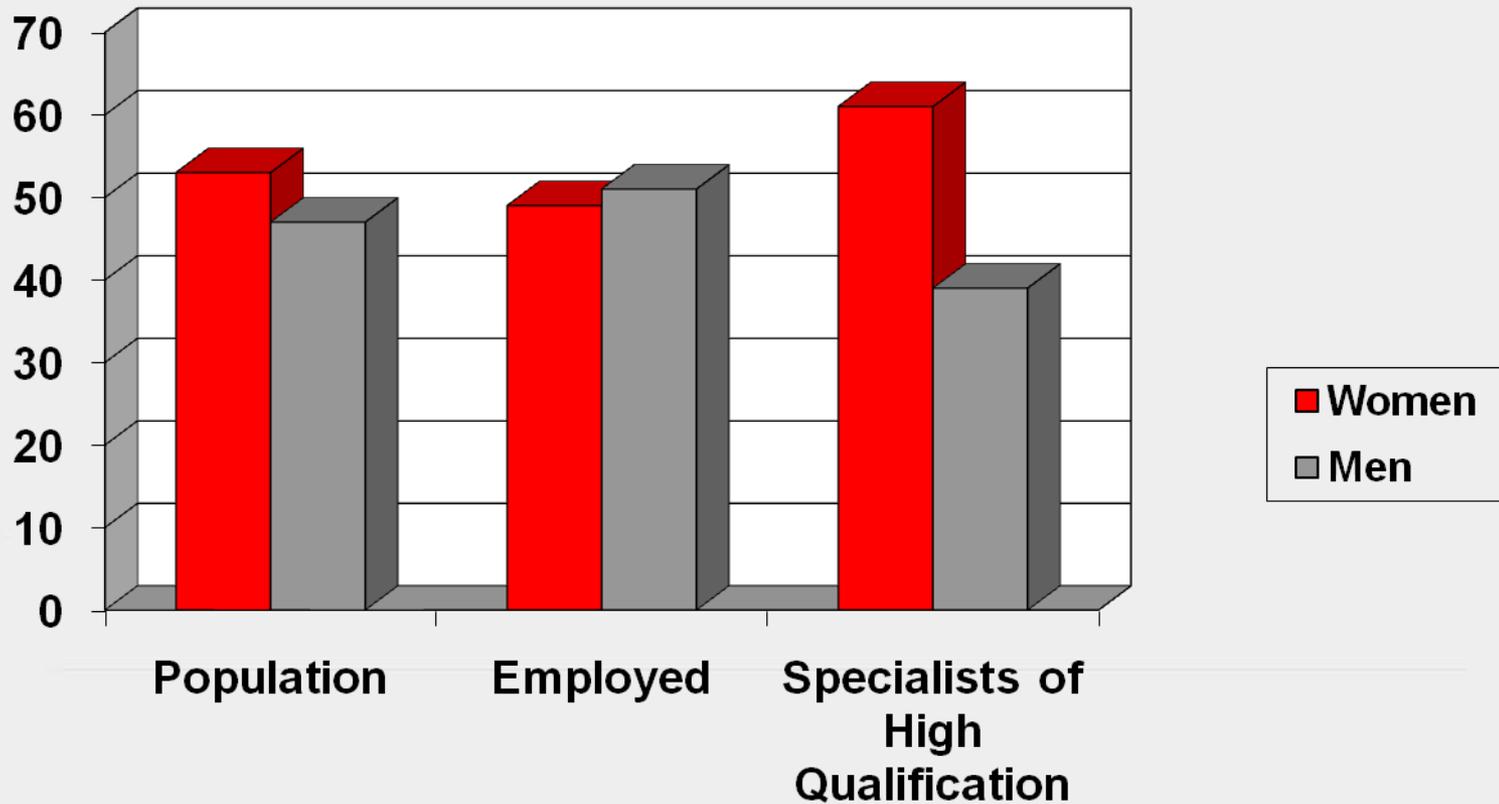
Some practical examples from Russia

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POPULATION OF RUSSIA - GENERAL STATISTICS





SHARE OF WOMEN AMONG EMPLOYEES BY INDUSTRIES

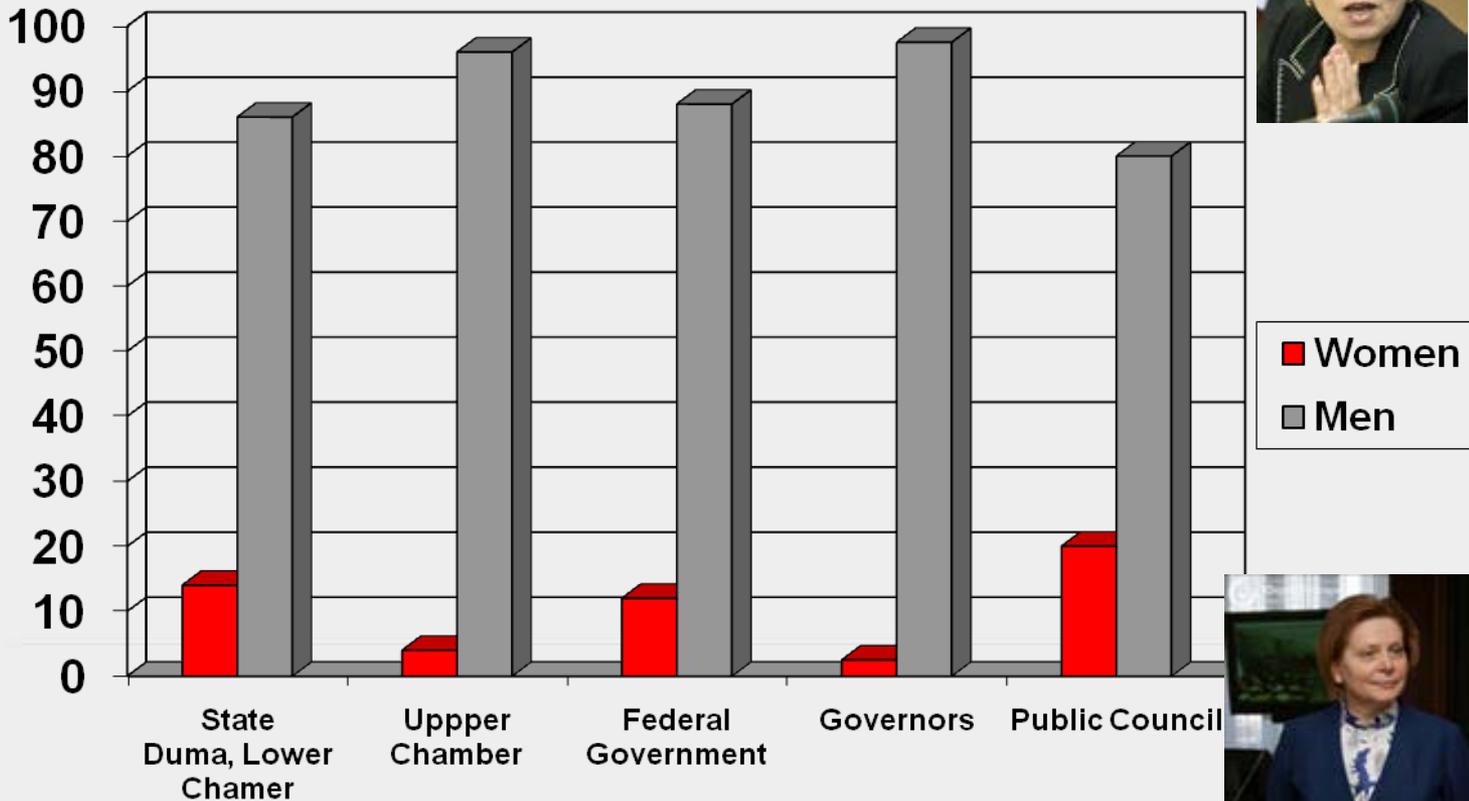
The wage gap is about 40 % - why?

Health and Social Work	82 %
Education	79 %
Information and Accounting Services	75 %
Art and Culture	72 %
Servicing, Housing and Personal Service Activities	70 %
Credit and Finance	66 %
Agriculture	38 %
Industry	38 %
Transport and Communications	32%
Construction	20 %





SHARE OF WOMEN IN THE HIGHEST ECHELONS OF RF STATE POWER





AVERAGE PERCENTAGE OF WOMEN IN THE SENIOR MANAGEMENT OF THE BUSINESS (Grant Thornton International ,2009)

1. The Philippines - 47%
2. Russia - 42%
3. Thailand - 38%,
4. Poland - 32%
5. China - 31%
- ...20. Finland - 23%.
- ...24. Sweden - 22%
- ...25,26,27 Italy, Great Britain, Spain - 21%
28. USA - 20%
- ...34. Denmark - 13%
- ...36. Japan - 7%





WOMEN IN SMEs (Some Facts)

- The number of women holding leading positions is between **35-50%** (according to SME organization OPORA)
- The number of small businesses run by women is growing **1,7 times** higher than those run by men
- **Every fifth Russian woman (22,58%)** is prepared to try to start her own business compared to 18,4% of men. Russia is the only country where the number of women striving to become entrepreneurs exceeds the number of men (According to the Global Entrepreneurship Monitor)...

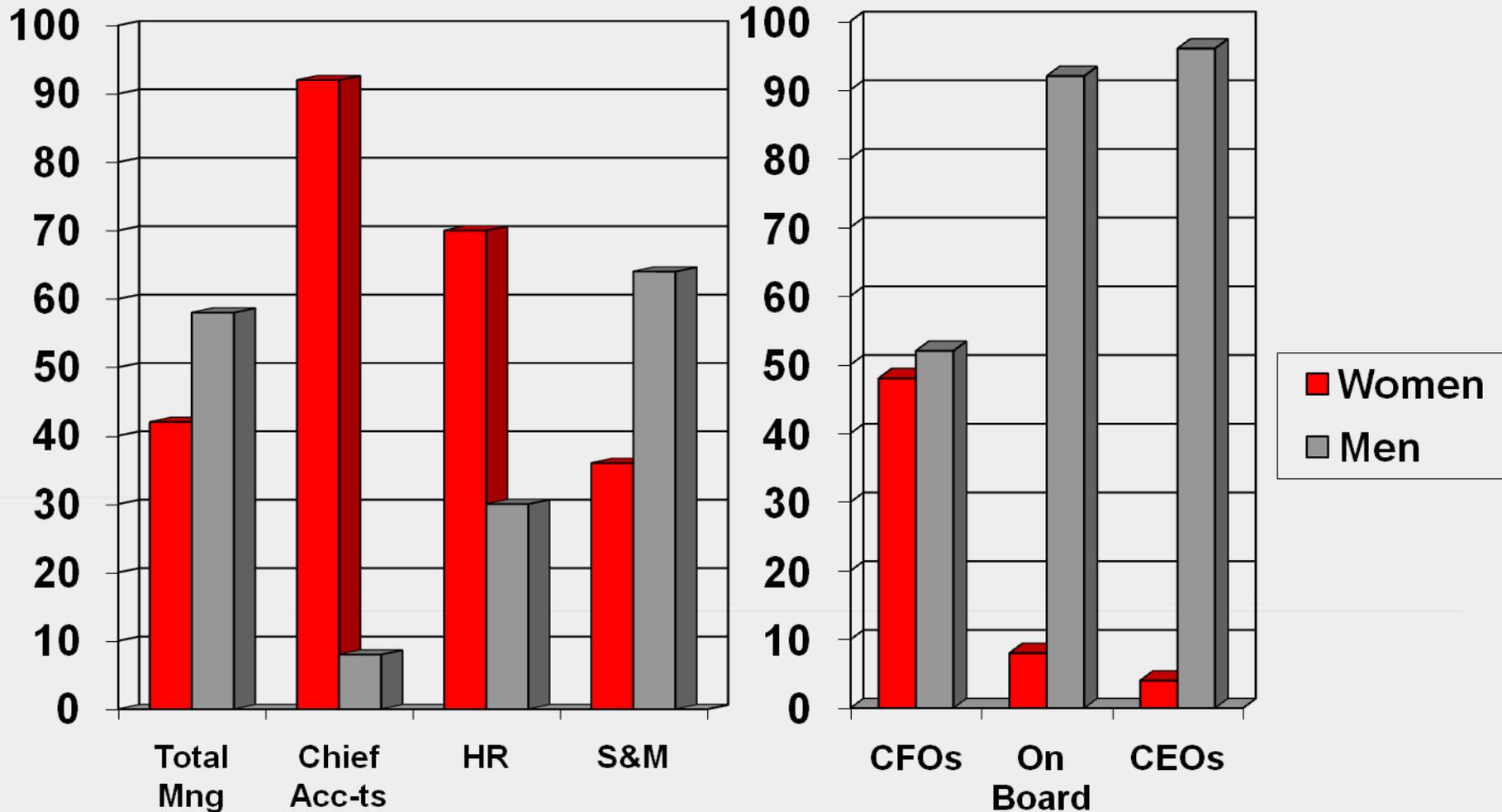
BUT

- **Only 13 %** of women consider and call themselves owners of successful stable businesses
- **78%** of women-entrepreneurs say they have never received any financial support
- **80%** say they rely only on themselves in their businesses



SHARE OF WOMEN IN BUSINESS (LARGE CORPORATIONS)

PWC, 2010



DIVERSITY IS STRATEGY

(E&Y, “Groundbreakers...” 2009)

«It’s an efficiency issue because countries that fail to optimize their human resources don’t get a good **return on their investment in human capital**. For example, the overall educational level of women is rising, but you’re not seeing them go into positions where they can use their knowledge, so there’s no return on that huge investment...”

(Laura Liswood, Senior Advisor at Goldman Sachs and the co-founder and Secretary General of the Council of Women World Leaders, an organization of current and former women presidents, prime ministers and heads of government.)



The Committee of 20 Organization of Russian Women Business Leaders

MISSION

To help Russian women in business increase their success, strengthen their leadership capacity, and be recognized as an influential power in the economic development of the country.

Mentoring, Educating, Sharing, Role-Modeling



ACTIVITIES AND PROGRAMS

Surveys on the role women play in the economic development of the country



Female CEOs Initiative (Mentoring Program for corporate women)

Mentoring Program for women entrepreneurs from the regions of Russia

Educational programs for high-school and MBA students



Making a career in Russia: how to get to the top?

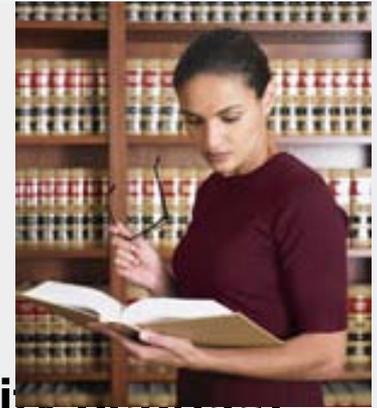


Key motivating
factors and barriers
to men's and women's
career development.
A view from both sides



IMPACT OF EDUCATION ON CAREER GROWTH (FROM THE C20'S SURVEY, AUGUST 2010)

Portrait of the respondents: CEOs, Top and Second-line Managers



99% have Master degree, among them **26%** - 2 University degrees,
8% -MBA, **10%** PhD

- **77%** named education among 4 major factors for career growth - 3 other factors are professional qualifications (97%), strong personality(95%), goal oriented (88%)
- **74 %** are planning to continue their education. **The main motivation – internal desire for life-long learning**
- **25%** plan to continue education as it's necessary for career growth
- **36%** vision lack of education among two major barriers for career growth (another factor is lack of necessary contacts and protection -43% mostly men)
- **45%** mentioned importance of Mentoring for their career advancement



BARRIERS TO CAREER ADVANCEMENT OF WOMEN (FROM THE C20'S SURVEY, AUGUST 2010)



INTERNAL

EXTERNAL

WOMEN BELIEVE THAT FAMILY IS MORE IMPORTANT THAN CAREER GROWTH (42%)



CAREER BREAKS (MATERNITY LEAVES, REDUCED MOBILITY) (40%)

POSSIBILITY TO REALIZE THEMSELVES NOT ONLY AT WORK BUT IN THE FAMILY AS WELL (40%)



LOWER AMBITIONS AND SELF-ESTIMATE, LACK OF ASSERTIVENESS IN PROMOTING THEMSELVES (40%)

REDUCED (IF ANY) SUPPORT (INCLUDING MORAL) FROM THE SURROUNDING, FAMILY (54%)



NEGATIVE STEREOTYPES ABOUT WOMEN LEADERSHIP ROLES (53%)

MORE MEN THINK SO

THE "RUSSIAN MODEL" OF DOING BUSINESS IN TYPICALLY "MALE PLACES" (LIKE FISHING...) OR "MEN CLUBS" (35%)

EMPLOYER'S MUCH HIGHER EXPECTATIONS FROM WOMEN (19%)

WOMEN THINK SO



MENTORING PROGRAM FOR WOMEN ENTREPRENEURS

INCLUDED

- Organization of Round tables with the participation of women entrepreneurs from the Russian regions
- On-site visits to the companies led by C20's members
- Follow-up activities to help the participants of the Program to develop their businesses
- Establishment of long-term cooperative relationships with the participants





Participants of the Program Managed to

- Improve their management and leadership skills
- Get easier access to information, financial, and administrative resources
- Build business networks and relationships
- All program participants started either new businesses or expanded the existing ones, thus creating new jobs and working places





FEMALE CEOs INITIATIVE (1)

MENTORING PROGRAM FOR CORPORATE WOMEN. Case -study

WHY MISSION

- TO CREATE A CROSS-INDUSTRY PLATFORM FOR ONGOING ACTIVITIES FOR PROMOTING MORE WOMEN TO THE TOP LEADERSHIP POSITIONS
- TO CREATE FAVORABLE ENVIRONMENT FOR FEMALE CAREER AND PROFESSIONAL GROWTH
- TO STIMULATE WOMEN'S MOTIVATION FOR CAREER ADVANCEMENT, TO HELP THEM TACKLE INTERNAL BARRIERS, OR INTERNAL "GLASS CEILING"
- TO RAISE AWARENESS OF THE SOCIETY OF BEST GENDER DIVERSITY PRACTICES
- TO CREATE COMMUNITY OF LIKE-MINDED PEOPLE SHARING THE PHYLOSOPHY OF REMALE LEADERSHIP
- TO START THE ACTIVITIES AND PROGRAMS STIMULATING WOMEN'S PROFESSIONAL AND CAREER GROWTH

WHO

- WOMEN SENIOR MANAGERS WITH HUGE LEADERSHIP POTENTIAL SHARING THE MISSION OF THE INITIATIVE, CEOs, HPs
- MULTINATIONAL AND RUSSIAN COMPANIE
- NGOs, NPOs, BUSINESS ASSOCIATIONS
- MEDIA
- ACADEMIA
- REPRESENTATIVES OF LEGISLATIVE AND EXECUTIVE POWER





FEMALE CEOs INITIATIVE (2) MENTORING PROGRAM FOR CORPORATE WOMEN. Case-study

HOW Steps

- SURVEY → FORUM →
→ INITIATIVE GROUP

- WORK GROUPS



WHAT Work groups

- MENTORING/COACHING, ROLE MODELS
- BEST PRACTICES SHARING, SURVEYS, AWARDS
- FORMAL & INFORMAL NETWORKING, PEER FORUMS, FORUMS
- PROMOTION, DEVELOPMENT, MEMBERSHIP
- PUBLICATIONS, INTERNET RESOURCE, WEB-SITE

RESULTS 2009-2010

- 3 INITIATORS (SEP2009) ... 250 PARTICIPANTS (AUG2010)
- 16 MEMBERS OF THE INITIATIVE GROUP (14 COMPANIES)
- 25 MEETINGS OF THE WORKING GROUPS
- 3 HUGE NATIONAL FORUMS, PRESENTATIONS AT 3 INTERNATIONAL FORUMS
- 18 PARTICIPANTS (9 PAIRS) OF THE PILOT NETWORK MENTORING PROGRAM
- 5 TRAINING AND TWO-DAY SEMINAR-TRAINING FOR MENTORS-PROTEGES
- ALL PARTICIPANTS THINK PROGRAM IS VERY USEFUL FOR BOTH SIDES, STIMULATES PROFESSIONAL GROWTH, AND WOULD LIKE TO CONTINUE COLLABORATION AFTER THE COMPLETION OF THE PILOT PROJECT



EDUCATIONAL PROGRAMS FOR UNIVERSITY STUDENTS, MBAs

INCLUDED:

- **Master classes, role-modeling sessions**
- **Seminars, “Leadership classes”**
- **Internships and/or on-site training in the companies led by the C20s members**
- **On-line consulting**

PROGRAMS PROVIDE STUDENTS WITH THE UNIQUE OPPORTUNITY:

- **To obtain first-hand information about the business environment in Russia**
- **To meet with leading entrepreneurs and managers, to have a dialogue with them**
- **To learn from best practices**
- **To become aware of the ‘golden rules’ necessary to become successful, and the many pitfalls that may be faced on the way to this success**
- **To discuss real case-studies and learn from them**
- **To get stimulus for career growth and self-improvement**



EDUCATIONAL PROGRAMS FOR UNIVERSITY STUDENTS, MBAs





THANK YOU!

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