

Dear TWF friends

If you haven't already seen it, McKinsey has just published a fantastic must-read [guide to gender equality](#) which includes the best of McKinsey and external thinking as well as videos from [Sheryl Sandberg](#) and [Geena Davis](#).

According to a new study by the McKinsey Global Institute, if every country matched the progress towards gender parity of its fastest-moving neighbour (which in East and Southeast Asia, happens to be Singapore), global GDP could increase by up to US\$12 trillion in 2015. But, big as the prize may be, gender equality still eludes companies around the globe. Despite modest improvements in the past few years, women are under-represented at every level in the corporate pipeline – especially the senior level.

McKinsey attributes the gender gap to unconscious bias, men not acknowledging the challenges female employees face at work, and women hearing mixed messages about their careers and about ambition.

The report suggests four prescriptions for organisations and leaders:

Get Committed: change initiatives must be a strategic priority to have any chance of success, yet gender equality was a top-ten strategic priority for only 28% of companies in 2010, when a third didn't have it on the strategic agenda at all. The situation has improved somewhat by 2015, but there's still a long way to go.

Broaden Your Action: gender equality requires executives to intervene across a broad range of factors, setting in motion disparate resources and people for years at a time. The focus in these interventions must be to help women become better leaders—and to design conditions under which they can. Crucial aspects include sponsoring (and not just mentoring) women, neutralising the effects of maternity leave on career advancement and wage increases, and evolving the criteria companies use for promotions to include a diversity of leadership styles.

Hold Challenging Conversations: the following five questions can help spur these discussions: Where are the women in our talent pipeline? What skills are we helping women build? Do we provide sponsors as well as role models? Are we rooting out unconscious bias? How much are our policies helping?

Sweat The Small Stuff: gender equality requires a bias for action.

McKinsey concludes that greater commitment from CEOs, combined with a willingness to stay the course on big transformational-change projects, could help finally resolve an issue that's long overdue for fixing. Hear hear!

Happy Thanksgiving from all of us at The Women's Foundation!

Warm regards

Su-Mei Thompson
CEO, The Women's Foundation

TWF PROGRAMME UPDATES



Our Financial Literacy Programme Participants Complete their Community Training

Last week, we celebrated with our marginalised women participants as they successfully completed 20-hours of Financial Literacy Training. In keeping with the train the trainer approach of this Programme, the community training was conducted by our trained Programme Ambassadors with the support of our grassroots NGO partner, Yan Oi Tong. Congratulations to all our Ambassadors and participants!



Employability Training Kick-Off

Having successfully completed their training at Yan Oi Tong last week, our marginalised women participants embarked on the next stage of their personal development by joining our Employability Training Programme. The Programme aims to prepare our Financial Literacy Participants to rejoin the workforce.



This week, the women participated in a Positive Mindset Workshop delivered by our clinical psychologist partner which aims to mentally prepare the women for the work-place environment and will be followed by training on job-seeking.



T.E.E.N. Community Challenge

Over the weekend, our T.E.E.N. Programme Participants undertook different Community Challenges to enhance their awareness and knowledge of diversity issues in Hong Kong. Along with their Big Brothers & Sisters, different TEEN groups visited a variety of religious venues, conducted experiential activities to better understand the difficulties faced by people with disabilities and familiarised themselves with the traditions of local ethnic minority communities through Henna drawing and bracelet-making.



Alumni Talks with David Webb

At last night's Mentoring Programme Alumni Dinner at the China Club, our guest speaker David Webb, Founder of Webb-site.com, shared his views on the future of China's economic and societal development, as well as the 'Second Handover' in 2047 and what this might mean for Hong Kong. Around 30 Mentoring Programme Alumni enjoyed an engaging and thought provoking evening with much spirited discussion!

UPCOMING EVENTS

SECRETS TO SUCCESS

BY MARIE CLAIRE LIM MOORE
REGIONAL DIRECTOR, CITI



Secrets to Success by Marie Claire Lim Moore, Regional Director, Citi

DATE: Monday, November 30, 2015

TIME: 12.00 – 2.00 p.m.

VENUE: 8/F, KPMG, Prince's Building, Central

ABOUT THE SPEAKER: Claire is the Asia Pacific Regional Director of Global Client Banking at Citi. She is also the author of Amazon.com best seller *Don't Forget the Soap (And Other Reminders from My Fabulous Filipina Mother)*.

She will discuss:

- Her career journey
- Being an Amazon best-selling author while having a high-flying career and raising three children
- How to network effectively and build your profile

[Register Now](#)

TWF FIRESIDE CHAT

WITH CHELSIA LAU, CHIEF DESIGNER,
STRATEGIC CONCEPTS GROUP,
FORD MOTOR COMPANY



A Fireside Chat with Chelsia Lau, Chief Designer of Ford Motor Company

DATE: Tuesday, December 1, 2015

TIME: 6.30 – 8.00 p.m.

VENUE: Ford Showroom, Harcourt House, 39 Gloucester Road, Wan Chai

ABOUT THE SPEAKER:

Prior to her Chief Designer role at Strategic Concepts Group, Chelsia led the design team that localised Ford products in China from 2008-2011, including the redesign one of Ford's bestsellers, the Fiesta. Chelsia was among the Top 40 World's Excellent Females in 2011 by New York Times and U+ Weekly, 25 of Hong Kong's Most Inspiring and Influential Women by the South China Morning Post in 2012 and World's Outstanding Chinese Designer in 2006.

She will discuss:

- The ups and downs of working in a male dominated industry
- How do you combine cutting-edge design with needs of customers?
- What makes the perfect car and what the car of the future will look like?
- How do you deal with the trend of

environmental sustainability and how is this trend different in Asia?

We are delighted that Professor Dekai Wu of HKUST and one of Debrett's 100 Most Influential People in Hong Kong will moderate the discussion with Chelsia.

[Register Now](#)



TWF and Clifford Chance Festive Fundraising Balloon Debate!

Imagine a number of balloonists are in a hot-air balloon which is sinking. Someone must be thrown out or everyone will perish! Each balloonist takes on the persona of a famous character to make their case on why they should get to stay in the balloon. The audience then get to vote on whom to throw out of the balloon.

DATE: Tuesday, December 8, 2015

TIME: 6.00 – 8.00 p.m.

VENUE: Clifford Chance, 27/F Jardine House, Central

BALLOONISTS (So Far):

- **Kimberley Cole as Amelia Earhart**
(Head of Specialist Sales, Asia, Thomson Reuters)
- **Angelina Kwan as Father Christmas**
(Managing Director, Head of Regulatory Compliance, HKEx)
- **Tim Payne as TBC**
(Senior Partner, Head of Asia, Brunswick Group)
- **Wendy Wysong as Malala Yousafzai**
(Partner, Clifford Chance)
- **Clarence Yang as Aung San Suu Kyi**
(Director, BlackRock)

Enjoy festive food and drinks while cheering on our brave balloonists! Click [here](#) to buy your ticket now!



Leading Women on Advisory & Statutory Bodies

DATE: Wednesday, December 9, 2015

TIME: 12.30 – 2.00 p.m.

VENUE: Bloomberg Auditorium 27/F Cheung Kong Centre, 2 Queen's Road Central

SPEAKERS (so far):

- Dr Trisha Leahy, BBS, Chief Executive Hong Kong Sports Institute
- Monica Lee-Müller, Managing Director Hong Kong Convention and Exhibition Centre
- Su-Mei Thompson, CEO, The Women's Foundation (Moderator)

Topics for discussion include:

- Positioning yourself for an ASB appointment
- Serving on an ASB: the good and the bad!
- Balancing a demanding executive role with ASB service

[Register Now](#)

COMMUNITY EVENTS IN AID OF TWF: THANK YOU!



TWF is immensely grateful to these organisations for selecting us as your charity beneficiary. Learn more about how these generous brands and organisations have been supporting our work below:

C&A Foundation

Fashion retailer C&A launched an [Inspiring Women](#) campaign to help empower women. TWF is delighted to have been chosen as the campaign's partner NGO for the difference our work is making to the lives of women and girls Hong Kong. The grant we received from C&A Foundation will go towards developing our Life Skills Programme.



Cosmoprof Asia 2015

Leading beauty trade show [Cosmoprof Asia](#) held their 20th anniversary event at the HKCEC in November including a BOUTIQUE booth where 13 brands donated beauty product samples for sale with 100% of the proceeds going to TWF.



Master Mind Education Speech Gala

City University's MBA Community Service Club hosted a speech contest on November 15 with proceeds going to TWF. A matching donation was also made to Operation Santa Claus.

Hong Kong Interclub Alumni Drinks

The Hong Kong Interclub is network of international university alumni who meet regularly to foster joint business, non-profit and social ties. Their most recent event at Boujis on November 18 had 250 attendees with proceeds going to TWF.

EXTERNAL EVENTS

TWF is delighted to be supporting the following events:

NOVEMBER 30: [Launch](#) of chic Parisian brand, Poiray, at the Kee Club. A portion of the proceeds from the launch will be donated to TWF. Click [here](#) for more details.

DECEMBER 4: 2015 [AMCHAM Human Resources Conference](#) - The Innovation Imperative: Igniting Advantage Through People and Culture.

WHAT WE'RE READING

Our top picks for recommended reading and listening on the key trends and breaking stories about women and gender:

- [Gender Equality Fundamental For Business And Next Generation Of Leaders](#) (Accenture)
- [Facebook Boss Mark Zuckerberg To Take Two Months Of Paternity Leave](#) (The Telegraph)
- [Five Reasons Why There Are More Women CIOs Than CEOs or CFOs](#) (Forbes)
- [Women Will Get Equal Pay... In 118 Years](#) (The Guardian)
- [How To Close The Gender Wage Gap](#) (Slate)
- [The Badass Women We're Most Thankful For This Year](#) (Huffington Post)

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