

# 2019 Global Women & Future Conference



Dear distinguished Speakers and Sponsors, Participants and Partners,

As we head into 2019 when we see more and more people around the world mobilizing for an equal future, it is clear that women leaders are needed now more than ever. Women are designing our future – when women use their power and connect for purpose, they are un-stoppable. Girls and women who are innovating and working together design a better future for everyone. We are not going back, so we have to build for the future. **2019 is the year we will continue to celebrate women's achievements while calling for gender balance**

There are few moments in history when we can move fast and we can move forward. Our moment is NOW. While the exact outlines of this year world economy may be uncertain, one thing is certain: if companies and countries want to foster prosperity, women must be part of the equation. We will further our conversation why the participation of women is vital to world economic progress and organizational performance.

**2019 is the year that we need to close gender gaps in leadership positions**, we should take a leap forward in leveling the playing field between men and women while doing more to help men and women combine work and family life. We will recommend concrete actions that companies can take right now to make progress on Gender D& I and include success stories of *Best Companies* for Female Executives and *Best Practices* Brands for Female Consumers.

Diversity again is not just about gender, race, sexual orientation or disability, it is about welcoming a full range of talents from across the entire spectrum of society. While automation has made it even more urgent to step up efforts to level the playing field between men and women, so that all have equal opportunities to contribute to, and benefit from, the new more technology-enabled world. Automation trend is especially challenging for women because they tend to be employed in more routine tasks than men across all sectors and occupations, making them more prone to automation. **2019 is the year we need to make important inroads in tackling this challenge**. We must help women get the skills they need to succeed. Education and training will be key—including greater emphasis on lifelong learning and STEM.

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Stand up together: being an ally is more important than ever. What does it take for men to be allies for women and for women to be allies to men? One of the single most important elements in building these types of powerful alliances is trust. **2019 is the year we need to explore the ways trust plays a role in building alliances and what it means for the future workplace.** Trust is the underpinning of any successful interaction or relationship you will have at work or in your life.

**2019 is the year we continue our conversation on what are still holding women back at work?** It is not a cliché. But it is not enough to see something and say something, you also have to do everything. Whether you sit in the cubicle or the C-suite, there are actions large and small you can take. Women are changing the world in their own unique ways. Women who should have been promoted sooner. There just aren't enough qualified women in the pipeline: that excuse has long kept women out of powerful roles. What took so long?

**2019 is the year we need to do a better job investing in her while bridging the digital divide** and ensure women have equal access to finance and connectivity. Despite the words 'gender lens', we all seemed to agree on ultimate future – one where entrepreneurs of all genders experience being seen and supported, as they are – that takes open-minded and self-aware investment philosophy from men and women. Investing in women and girls is not only the right thing to do, but also the smart thing to do – and more importantly, it is increasingly becoming a business imperative. Investing in her means more than money, it does not mean creating quotas for jobs and investment, it means believing in her.

**2019 is the year we need to reinvent ourselves to fit into the future** How we can thrive in the new world of Diversity and in the age of Disruption? We are told, particularly as women in the corporate arena, to be strong and in control. There is no room for fear or doubts, which are considered a weakness. But life is complicated and filled with ambiguity. We all face struggles and great challenges; until we can be more honest and real with each other, we will continue to feel alone.

**2019 is the year we need to rethink marketing to women** in ways that are empowering. Men and Women should equally be represented at the boardroom table and kitchen table. Young women easily see hundreds of advertisements a day. It's not just that these messages often fail to sell products effectively. They also fail to empower or offer hope – and they diminish the aspirations of our daughters. As industry influencers, we have the power to change these messages. Marketing more effectively to women will improve the bottom line of our companies and lead to greater equality in our society.

Innovation is not possible without diverse perspectives. Today we challenge all to bridge worlds for inclusive innovation and help humanity advance. **2019 is the year we also need to take the lead for inclusion** which is about our identity as men, women, parents, family members and citizens of the world. It is about our identity in the workplace as colleagues, co-workers, frontline managers and leaders, exploring who we are in the midst of multiple changes, while celebrating that discovery and valuing the journey. Women are doing their part. They've been earning more bachelors degrees than men for decades. They are asking for promotions and negotiating salaries at the same rates as men.

**2019 is the year now companies need to do their part.** This starts with treating Gender Diversity & Inclusion like the business priority it is, from setting targets to holding leaders accountable for results. It requires closing gender gaps in hiring and promotions, particularly at the critical step up to senior manager where women are particularly overlooked or disadvantaged. And it means taking bolder steps to create respectful and inclusive workplaces. And now more than ever, it's important to engage in meaningful conversations about the experiences women face.

We look forward to connecting with you at this special event where we target both domestic and foreign companies, gathering 200+ leaders in the corporate China who is no longer a country or region for companies and organizations doing businesses here, playing a critical role in creating an inclusive growth and sustainable prosperity FUTURE and that you won't miss this opportunity to reflect, recharge, refocus and renew your commitment to achieving your ambitions and supporting others to achieve theirs.

Christine Liu

Founder of sHero

# 2019全球 女性与未来 会议



尊敬的各位演讲嘉宾、参会代表、合作伙伴，

当我们步入2019年之际，看到世界上许多人正行动起来迈进一个更加平等的未来之时，显而易见的是：在这个当下，我们比过往任何时候都需要女性领导者。女性正设计着我们的未来。当女性开始发挥力量并找到自己的使命时，她们将势不可挡。女性与女孩儿正以创新与联盟，为每一个人构建着更加美好的未来。一如既往，我们将继续庆祝女性所取得的成就，义无反顾，责无旁贷，创造未来。**这一年更要呼吁性别平衡**

历史上少有这样的时刻，我们可以快速前行，也可以勇往直前。属于我们的历史性时刻就是现在。虽然这一年的世界经济前景不那么清晰明确，但是有一件事儿是确定的，那就是无论公司或国家，为加速繁荣，必须让女性平等参与其中。毋庸置疑，我们将继续对话与交流：为什么女性参与对经济发展与公司业绩至关重要。

吸纳更多的女性步入高层领导职位，同时助力男性与女性更好的照顾自己的工作与家庭生活。因此我们将继续分享在中国的跨国公司和本土企业与组织在两性平衡方面的成功案例，以及可以及时采取的具体行动步骤和措施，帮助大家实质性的推动性别多元化与包容性进程。**这一年我们需要在职场两性平衡中百尺竿头，更进一步**

再说多元化，这不只是指性别、种族、性取向或者残疾，还有我们欢迎来自社会各个层面的各种人才。同时必须提到的是，自动化已经让这个议题提到了更加紧迫的日程，我们应该加倍努力做好职场两性平衡工作，在崭新与技术能动的世界，人人平等，无论性别都有机会奉献并受益。自动化趋势对女性具有更大的冲击，原因是女性在各行各业从事更多的是重复性的工作。帮助女性获得成功所需要的技能，教育培训是关键，我们要更加的重视提倡女性终生学习和帮助她们在科学、技术、工程和数学领域方面取得更大的进步。**这一年我们需要突破自动化趋势给女性带来的挑战**

# 2019全球 女性与未来 会议



携手奋进，男性与女性同盟比以往更加重要。男性需要做什么可以成为女性的联盟，女性又如何成为男性的联盟？男性不仅仅是女性发展与成长的导师、男性不仅仅是女性领导力的倡导者与赞助人，还需要彼此信任。这份信任是建设强大联盟的最重要因素之一，探寻有效方法建立信任并预见到信任即我们工作与生活中任何成功关系与交往的基石对未来职场也将意味深长。**这一年我们需要建立男性与女性联盟的信任关系  
需要重新思考如何向女性营销即如何赋能女性消费者**

如何在多元的新世界中繁盛？在职场，特别作为女性我们通常被提醒：要坚强、要自控。这样一来，我们无从惧怕和迟疑，否则我们会被说成软弱或者看做是弱势。但是生活错综复杂，充满模糊和未知，我们都面对挣扎和巨大挑战，如果彼此间我们一天不那么坦诚与真实，我们就仍将倍感孤独或倍受孤立。还有未来我们不仅要做得好，还要过的好。**这一年我们需要重塑自己，适应未来**

但是，如果我们只看到了什么即有了意识，说点儿什么即有了勇气又远远不够了，你还得什么都得做。也就是说不论你是一名普通员工抑或高层管理者，大大小小的事情你都可以带头行动。所谓的女性人才不够，或没有足够的合格女性人才做到高层的说法有失偏颇。这也是个借口，导致了女性与有影响力的职位失之交臂。女性该早些时候被提拔与晋升，究竟为什么拖了这么久？**这一年女性正以自己独特的方式改变着世界**

确保女性获得平等机会，比如融资。先不去评说‘性别视角’这个表达，似乎我们都有共识的是：我们希望最终到达的未来是，不论男女创业者都将受到同等的关注和支持。未来，男性与女性都有着同样开放思维与自我意识的投资理念。投资女性与女孩儿不仅仅是对的事情，也是明智之举。更加重要的是，这在商业上日益势在必行。‘投资她’不只是指资金，意义深远：因为不是指提供工作与投资额这样的指标，本质上是我们相信她与她们可以创造价值。**这一年我们需要更好的投资女性并进一步消除数字化鸿沟**

# 2019全球 女性与未来 会议



男性与女性无论在职场还是消费者市场都该有平等机会。年轻女性看到更多的广告所传达的讯息通常情况下并没有有效的销售产品，更没有很好的赋能并带来希望。事与愿违却消除了斗志，泯灭了理想。作为行业的影响者，我们有力量改写这些讯息并改变这个现状，有效向女性营销意味着我们会提高公司的业绩和引领社会范围的两性平衡。**这一年我们**

创新需要我们有多元的视角和见识。当下我们需要挑战每一位的是如何联结世界，追求包容性创新并推进人类进步。包容性关乎我们的身份认同，无论男性、女性、父母、家庭成员和世界公民；抑或一线经理、公司领导还是同事或工友，多变中探寻我们自己是谁，共同庆祝并珍视这一发现与重现之旅。

多年来女性没有停止过努力，她们努力获得更多的教育机会，比男性拿到更多的本科学位；她们努力获得更多的职业发展机会，争取与男性同工同酬。这首先意味着把女性与多元化工作当头等大事，就像做业务抓业绩一样，不是说说而已。在人才招聘与提拔中设定目标，领导责任制，确保女性在职业晋升中不受忽视或歧视。同时意味着我们采取更加大胆的行动，创造尊重与包容的职场文化。我们能够开展有意义的对话女性所面对的经历在这会儿比以往任何时候都重要，继续探讨女性还在经历怎样的挑战阻碍她们停滞不前，这绝对不是老生常谈。**这一年是时候我们带头创造包容文化和组织。**

欢迎参加2019年sHero女性与未来全球会议，翘首以待。联结你们在这个特别的活动中与来自国内外公司的二百位领导者，难得的机会集体反思，再充电、重聚、更新我们的志愿即成就自己和他人，实现梦想。中国已经不再只是一个国家和地区的概念，她是全球的，在创造包容性增长与可持续繁荣的未来角色中，举足轻重。但这并不代表着我们已经是国际的，或只有本土的，无论外企还是民企，**带头改变，抓住机会**：如果不是现在，更待何时？如果不是你我，还有什么其他人可以替代我们的领导地位？

刘慧，sHero中国创始人