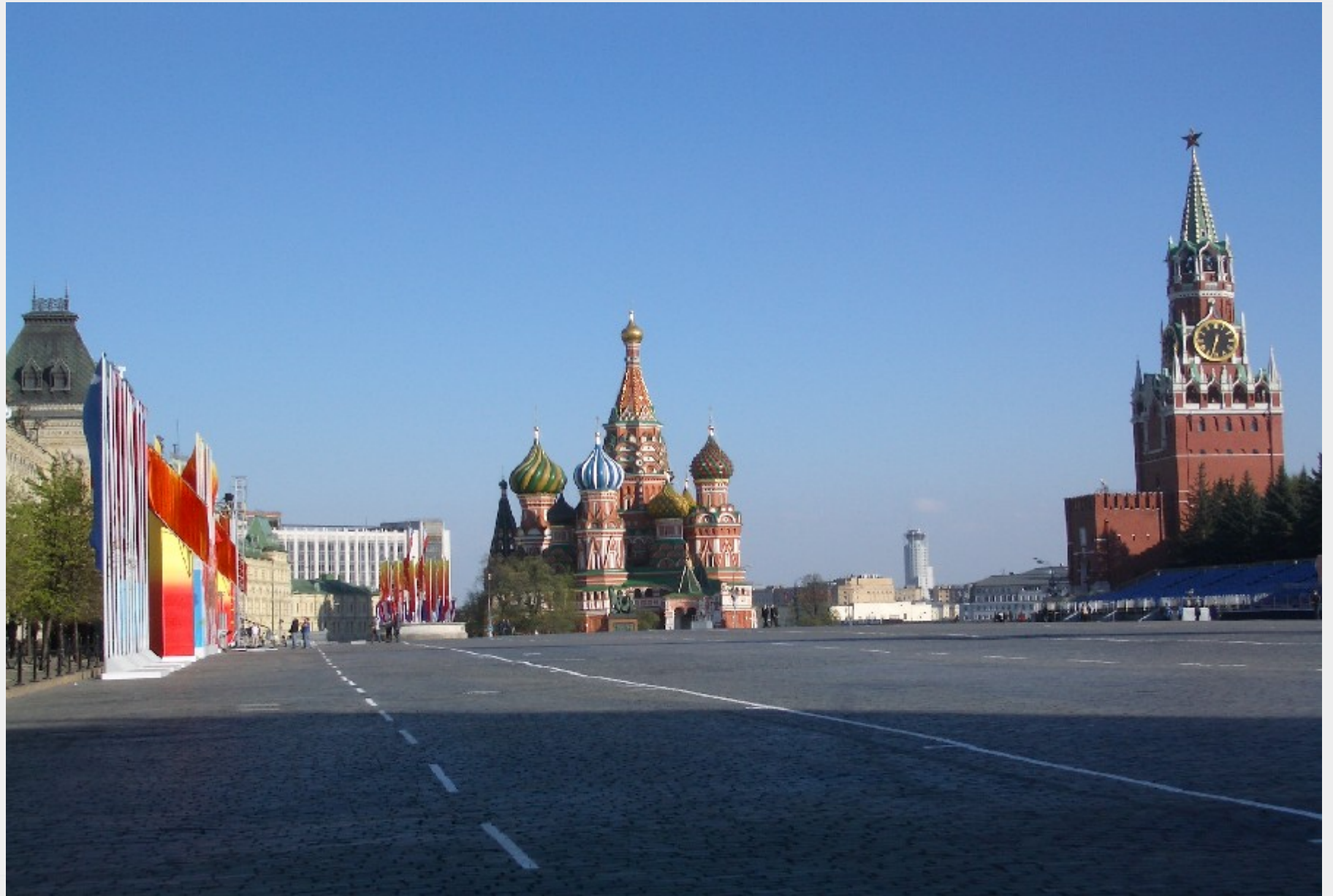




# **Women Leaders: Paving the Way to a Mature Society**

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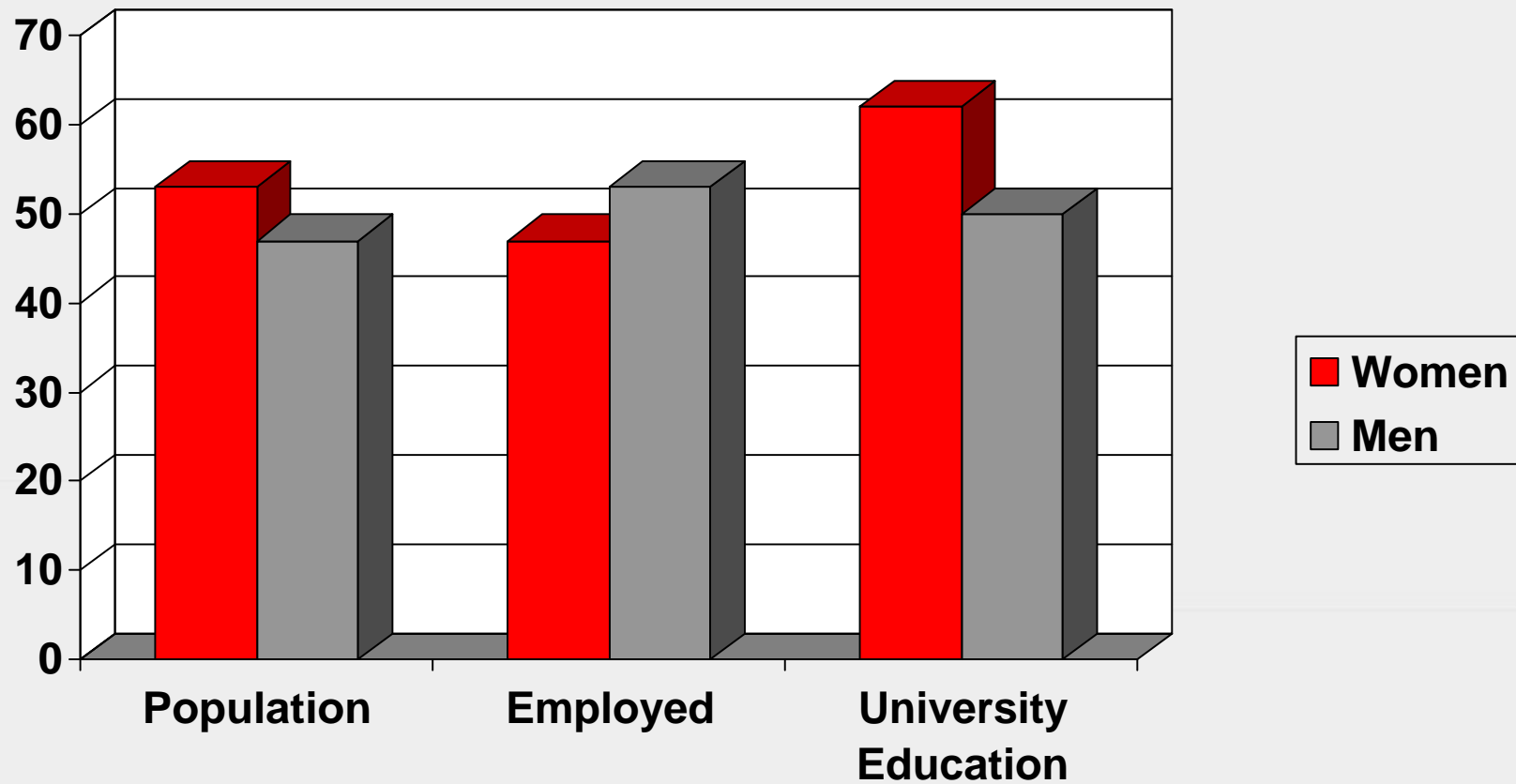
12<sup>TH</sup> APEC WLN MEETING, PORT-DOUGLAS, AUSTRALIA, 25-27 June 2007







## Population of Russia: General Statistics (%)



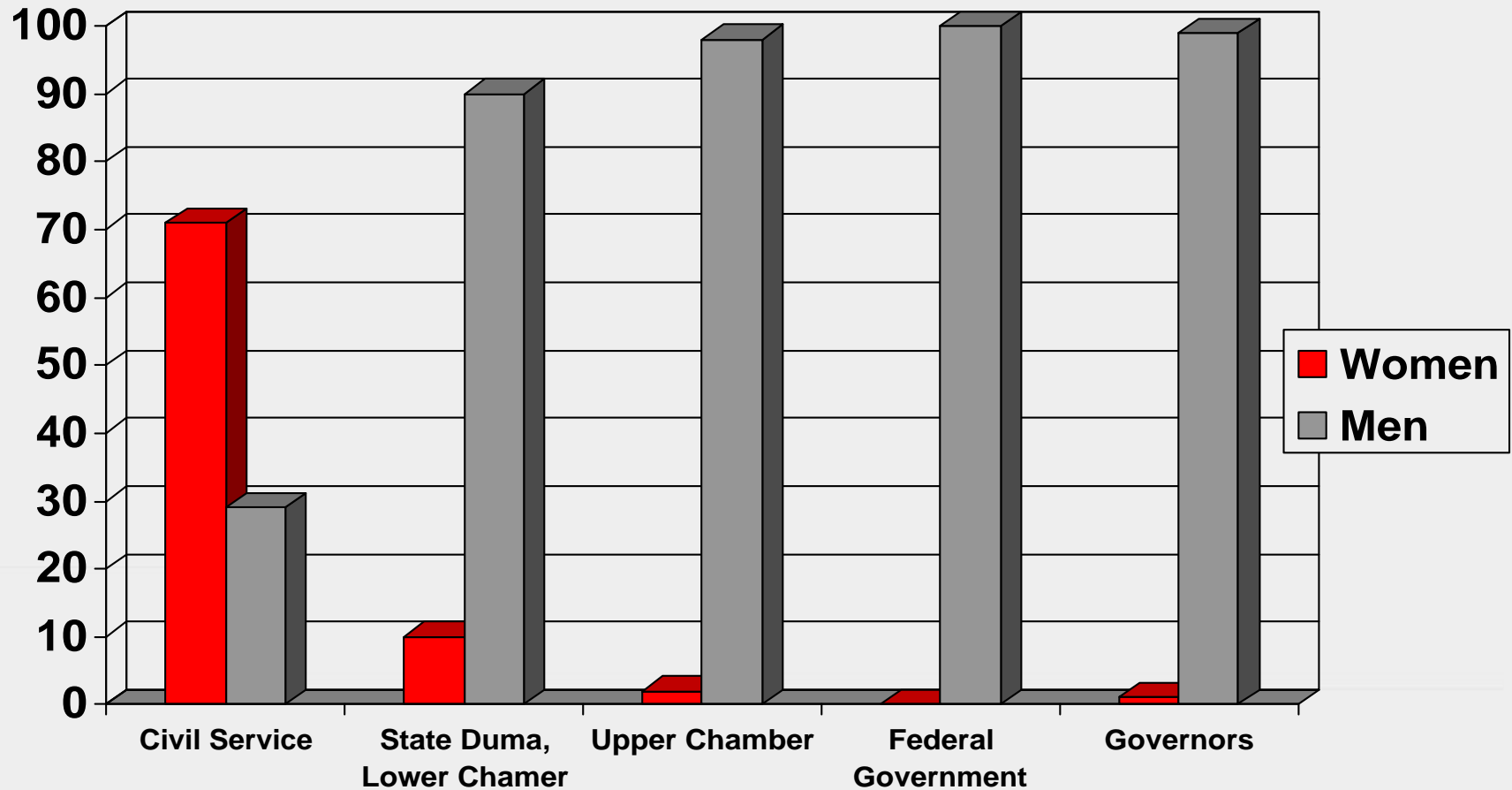


## Share of women among employees by industry

Public health service	85%
Education	81%
Credit and finance	78%
Information and accounting services	75%
Arts and culture	72%
Agriculture	40%
Industry	38%
Transportation	23%
Construction	22%



## Share of Women in Civil Service, Highest Echelons of RF State Power



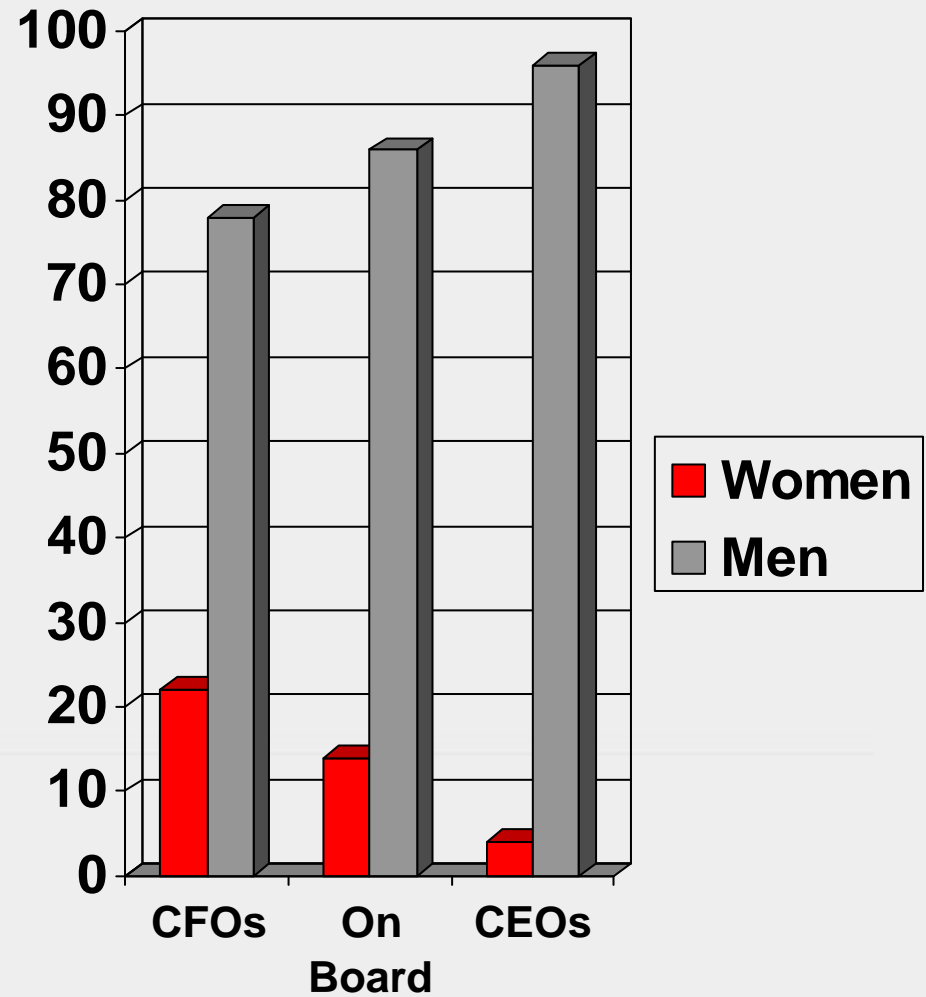
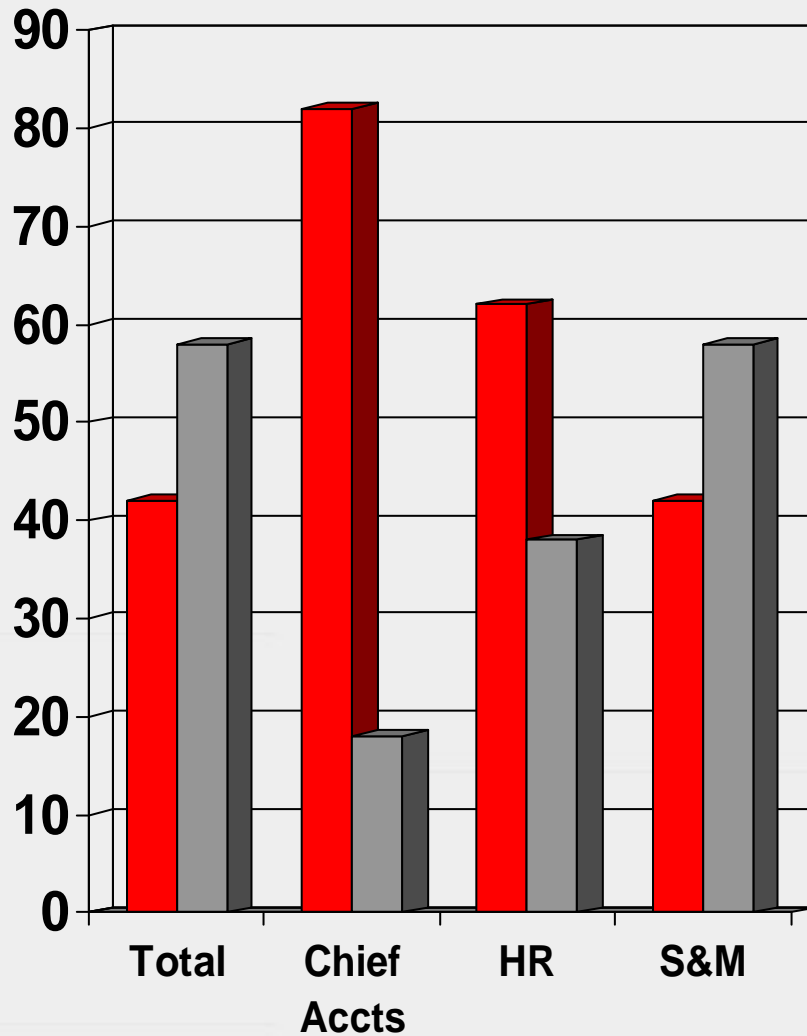


## **Countries with the biggest share of women in the leading positions in business** *(Grant Thornton Survey)*

- |                           |              |
|---------------------------|--------------|
| <b>1. The Philippines</b> | <b>- 97%</b> |
| <b>2. China</b>           | <b>- 91%</b> |
| <b>3. Malaysia</b>        | <b>- 85%</b> |
| <b>4. Brazil</b>          | <b>- 83%</b> |
| <b>5. Hong Kong</b>       | <b>- 83%</b> |
| <b>...10. Russia</b>      | <b>- 73%</b> |



# Share of Women in Business



**Women**  
**Men**



# **Disparity is quite evident!**

What can be done?

**What hinders women from realizing their leadership capacity?**



First, let's analyse the reasons...



## Hindering Factors

- Historical reasons
- Negative stereotypes
- Cultural traditions
- Business practices
- Other...

**“...Mentality of the whole society should be changed...”**



**“Experience has proved that the greatest problem affecting women is invisibility”**

Let them

- Do
- Talk
- Share

**People should learn**

- **about best practices**
  - **how to win**
  - **how to break through**
- and it's a lifelong learning**



# **The Committee of 20**

**Organization of Russian  
Women Business Leaders**



## Countering negative stereotypes like:

- ❖ “Women leaders can’t stay together for a long time – they start to compete”
- ❖ “Women can succeed only in ‘female’ businesses like beauty salons, education or services”
- ❖ “Women succeeding in their careers are unhappy in their family lives”
- ❖ “Businesswomen are thinking only about career and money, having no time for the joys of life”
- ❖ “Having achieved success they rest on their laurels and don’t care about self-improvement”

**NONE OF THESE ARE TRUE!**



## MISSION

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



## Activities and Programs

- **Organisation of international business summits, conferences, roundtables, workshops and seminars on the most important business and leadership issues**
- **Participation in public policy and legislative processes**
- **Development of a mentoring program for growing women entrepreneurs from the regions of Russia**
- **Organisation of professional and public outreach networking events**
- **Research and publications on promoting women in business**
- **Educational programs for high school and MBA students**



## **Mentoring Program Included**

- **Study of world's best practices in mentoring**
- **Research on the program's impact on business development**
- **Preparation of the report based on the results of the survey conducted**
- **Adaptation of best practices to the specific Russian conditions**
- **Elaboration of the concept and implementation plan of the C20s mentoring program**
- **Organisation of roundtables with the participation of women entrepreneurs from the Russian regions**
- **Follow-up activities to help program participants to develop their businesses**
- **Establishment of long-term cooperative relationships with the participants**



## Participants of the program managed to

- **Accelerate business development and achieve its constant growth**
- **Improve their management and leadership skills;**
- **Gain easier access to information, financial and administrative resources**
- **Build business networks and relationships**



## **EDUCATE GIRLS!**

**Educational programs provide students  
with the unique opportunity to:**

- **Obtain first-hand information about business environment in Russia**
- **Meet with the leading entrepreneurs and managers and have a dialogue with them**
- **Learn from best practices**
- **Become aware of the 'golden rule' necessary to become successful and many pitfalls that might be faced on the way to this success**
- **Discuss real case-studies and learn from them**
- **Get on-site training at leading companies**



## **RUSSIA -2050**

Questions students should answer:

- **How do I see my country in the year 2050?**
- **In what country would I like to live?**
- **What should I do to improve the situation and to live in the country I would like to live in?**
- **What is my personal responsibility for the future?**



**We do believe that they'll find  
the right answer!**

**Thank you!**

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