



KATE RAMSAY AND THE AND COACHES WELCOME YOU TO OUR STAYING IN TOUCH NEWSLETTER.

In **Learning Moments** we introduce you to the Corporate Rebels and explore some arguments supporting the value of a gender diverse workforce. In **Did You Know?** we share an article about how universities can attract more students (especially women) to engineering, and also a blog about three ways to feel more energised. Next, in a new section called **Leadership in Action**, we share some five-word leadership 'stories'. **And to Close** we quote Viktor Frankl on happiness.

Learning Moments

i The Corporate Rebels movement

The Corporate Rebels are on a mission to make workplaces more fun. In January 2016, the founders, Joost Minaar and Pim de Moree, resigned from their corporate jobs because they believed they were working in 'outdated workplaces characterized by inertia, bureaucracy and a lack of motivation'.

In order to challenge these 'dreadful workplaces', they started a blog called Corporate Rebels. Next they visited what they regarded as some of the world's most inspiring workplaces. They then combined what they saw there, and their academic research, in order to identify 8 trends that they believe differentiate 'bold from boring' workplaces.

These 8 trends are:

From	To
Profit	Purpose and values
Hierarchical pyramid	Network of teams
Directive leadership	Supportive leadership
Plan and predict	Experiment and adapt
Rules and control	Freedom and trust
Centralized authority	Distributed decision making
Secrecy	Radical transparency
Job descriptions	Talents and mastery

Where does your organisation fit within these trends?

For more, and/or to join the movement, go to www.corporate-rebels.com.

ii The value of diversity in leadership

Kate writes: Because of my background as an equal opportunity consultant, and the challenges I faced attempting to convince the captains of industry the value of a gender diverse workforce, I am forever searching for data to demonstrate this. I have found three examples for this newsletter.

The first is in the October 11, 2019 Guardian Weekly in which Richard Denniss, the chief economist at the Australia Institute wrote:

There are lots of reasons why our parliaments, our company boards and our media feeds should be as diverse as the communities that we live in. ... The main one is fairness .. and then there is performance.

To support this claim Denniss quotes the International Monetary Fund:

Our analysis springs from the observation – supported by considerable microeconomic evidence – that women and men bring different skills and perspectives to the workplace, including different attitudes to risk and collaboration. Studies have also shown that the financial performance of firms improves with more gender-equal corporate boards.

Postscript: the international consulting group McKinsey predicts that US\$28 trillion will be added to global GDP by 2025 if women's participation in the economy is equal to men's.

The next example of the value of gender diversity is taken from an article in the November 23/24, 2019 Sydney Morning Herald in which Barack Obama is quoted from a speech he gave at a tech conference in San Francisco last November. Obama explained to his audience that diversity involves both racial diversity and the inclusion of women, and that organisations that have

this diversity have been shown to be more successful, make more money and have fewer problems. Obama:

Diversity is not charity, it is not something you do to be nice. Organisations that have a bunch of women on their boards do better than most. Some of that is because women are a little smarter than men but also because blind spots are missed when you just have one kind of person at the table.

I'll leave you to argue with Obama about women's versus men's intelligence, but I hope you'll agree that his 'blind spots' argument is irrefutable.

Did You Know?

i The value of diversity (cont)

Kate writes: I found my third argument for the value of a gender diverse workplace in the 11/1/20 edition of The Conversation – an online feed I receive in my Inbox on weekdays. Lisa Harvey-Smith, a Professor at UNSW and Australian Government's Women in STEM (science, technology, engineering and mathematics) Ambassador, is exploring the need for more engineering students.

She tells the reader that one part of the engineering pipeline problem is the lack of diversity in those who are interested in engineering. In order to attract more engineering students, in particular young women, Harvey-Smith suggests that 'engineering urgently needs to rebrand itself'. Why? Because:

Diversity ... boosts innovation and improves financial performance.

Harvey-Smith ends with a delightful example of how teachers could be rebranding engineering for girls:

Ask a year 9 student if she wants to design a system for rare pygmy possums to safely cross a highway, and you will probably get an enthusiastic yes.

Ask the same student if she wants to be a mechanical engineer, and the response may be lukewarm at best.

ii How to feel more energised

A colleague alerted me to Eric Barker's blog. He's the author of *Barking up the Wrong Tree - The Surprising Science Behind Why Everything You Know About Success Is (Mostly) Wrong*. Based on a survey of more than 10,000 people over 3 years, Barker and his team found three ways that will help us feel more energised:

1. **Meaning** – which Barker says comes down to 'doing stuff that benefits other people':

If we seek meaning in life, we often get happiness as a bonus.

2. Interaction:

My team's research found that people who reported having great interactions throughout the day were nearly four times as likely to have very high well-being.

3. Health:

Eat better. Move more. Sleep longer and deeper. That's what it takes.

Barker closes with a question:

Want to turn the above into habits that stick? Then help someone else start doing them. Supporting others in their goals isn't just awfully neighbourly of you, it also makes you more likely to achieve them yourself.

If you'd like some coaching support to help you get more meaning, interaction and health into your life, contact Kate at kate@andconsulting.org.

Leadership in Action

Kate writes: Because I'm a storyteller, I was delighted by an email that landed in my Inbox back in January from a friend who's a graduate of Yale University. He sent me an excerpt from the 2019 Yale Alumni Association Assembly. Members of the alumni had been invited to tell their leadership 'story' in five words. Two hundred stories were submitted. My favourites from those my friend sent me are:

- *Listen, act with emotional intelligence.*
- *Ideas matter. People matter more.*
- *Building relationships, ask, listen, act.*
- *Think big, then ask how.*
- *Do my best for others.*
- *Surpassing goals through extraordinary teamwork.*
- *Informed, principled action with empathy.*

How about having a go at writing your five word leadership 'story'? I've tried and it's not as easy as it looks!

And To Close

Viktor Frankl, a holocaust survivor and author of *Man's Search for Meaning*:

Happiness cannot be pursued; it must ensue. One must have a reason to 'be happy'.