



PRESS RELEASE

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IMD and W.I.N to Hold Women in Leadership Event

Lausanne, Switzerland, 17th January 2011. From rural communities to corporate boardrooms, the world of business is being transformed by women. But it's no longer just a matter of equality. Companies with women in management positions perform better, and businesses are increasingly taking note. How will a leadership shift to more women influence our future?

IMD, the leading global business school, and W.I.N, the global women's leadership organization, will join forces in exploring the topic of women in leadership on March 10-11, 2011. The event, which will be held during the same week as the 100th anniversary of International Women's Day, will take place on the IMD campus located in Lausanne, Switzerland.

IMD Professor Ginka Toegel, who directs IMD's Strategies for Leadership program (open just to women executives), and Professor Martha Maznevski, who directs IMD's MBA program, will be two of the several speakers during the event.

"There has been a great deal of research done which demonstrates the value of having gender diverse management teams," states Professor Toegel. "For example, companies that have more than three women in management positions tend to have better return on equity and assets than do those with fewer women. They also tend to score higher on organizational effectiveness criteria. Equally, women board members tend to be very well-prepared for meetings, which raises the benchmark for others. This subsequently leads to better discussions, and better decisions."

"The facts speak for themselves – today women are having a greater impact on business and politics than ever before," says Professor Maznevski. "But have organizations adjusted to the new gender landscape that will in all likelihood continue to evolve? Unfortunately, the majority have not."

The event will explore topics such as how women are having success and which companies are leading the way in developing female leaders and what can be learnt. Break-out sessions will focus on topics such as women on corporate boards; communicating clearer and better; negotiating win-wins; being a feminine leader; work-life balance; finding clarity; and understanding and being conscious about constant dilemmas and choices in prioritizing work, family and self.

The event will draw female leaders from a number of different professions – business leaders, athletes, artists and futurists – to share their experiences. Confirmed speakers will be communicated in due course.

The event is a unique collaboration between a leading business school and a women's leadership organization. W.I.N. Founder and Director Kristin Engvig says that "now more than ever before it is crucial for businesses and women leaders to understand the opportunities and challenges that lie ahead for both women and men in championing a more balanced business environment. We will explore this and other related questions and offer fresh insights on female leadership."

"IMD is most delighted to be a part of this special event," adds Professor Maznevski. "By organizing the event we hope to empower, develop and connect women leaders by showcasing the best practice in female business leadership."

The cost of the program is 550 Euro per person with a 100 Euro discount for IMD Corporate Learning Network members as well as for WIN Corporate Network group members and professional women's networks who are confirmed partners for the 2011 W.I.N. Global Leadership Conference. There is an early rate of 450 Euro until 24th January. A proportion of the proceeds will go towards the W.I.N. Scholarship Fund.

Learn more about the [event](#).

feminine, authentic and global – that's W.I.N.

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