

PERSONAL INVITATION

Changing the Conversation: When Men Step Up on Gender Balance

Monday, November 7th from 6pm to 8pm

The Deloitte Academy, Stonecutter Court, 1 Stonecutter Street, London EC4A 4TR

The team of authors and the Publisher Eyrolles, co-hosts for this event, are pleased to invite you to a seminar, Changing the Conversation: When Men Step Up on Gender Balance, organised at the occasion of the book launch:

“Gender Balance, When Men Step Up”

Today’s leaders have much to gain from greater gender balance. The leaders interviewed for this book are categorical: gender balance is key to transform organisations and to build competitive advantage. But it is also a means to address men’s growing aspiration for flexibility and innovative ways of working.

The book compiled by Marie-Christine Mahéas, Former President of PWN, and Margaret Milan, Entrepreneur, includes interviews with 12 CEOs and a toolbox for managers written by 18 authors, men and women. It focuses on what men can do to help promote gender balance within their organisations and it aims to ensure that the debate on the benefits of gender balance in public and private life is not limited to women. The book was shortlisted for the HR Book of the Year Award in France.

Michael Borrell, Chairman, Total Holdings UK Limited

Emma Codd, Managing Partner for Talent, Deloitte UK

James Taylor, CEO, Sodexo Healthcare, Sodexo UK & Ireland

Avivah Wittenberg-Cox, CEO 20-First and co-author

will share their personal experience and vision for men’s involvement in gender balance.

Guests will have the opportunity to meet book’s authors and network with executives during pre and post event refreshments.

CEOs interviewed in the book	Programme
– AXA : Henri de Castries	18h00 Sign-in and refreshments
– RENAULT : Carlos Ghosn	18h30 Introduction and welcome by
– HP France : Gérald Karsenti	– EmmaCodd , Managing Partner for Talent, Deloitte UK
– SODEXO : Michel Landel	18h45 Presentation of the findings by the authors
– FFF : Noel Le Graet	– Avivah Wittenberg-Cox , CEO 21-First
– TOTAL : Patrick Pouyanne	19h00 Testimonies of CEOs
– TAJ : Gianmarco Monsellato	– Michael Borrell , Chairman, Total Holdings UK Limited
– SOCIETE GENERALE : Frédéric Oudea	– James Taylor , CEO of Sodexo Healthcare, CEO Sodexo UK & Ireland
– SNCF : Guillaume Pepy	19h30 Questions & conclusions
– BPCE : François Perol	19h40 Cocktail and networking
– DANONE : Franck Riboud	
– ORANGE : Stéphane Richard	

RSVP by return email before 28 October, as seating is limited: clarisse.allavena@hotmail.fr

www.menandgenderbalance.com

@menmixite

Maybe you're skeptical about what men have to gain from greater gender balance. Maybe you're reticent to speak up about a sensitive subject. Perhaps you're wondering how to get more men to join the gender balance debate. Or maybe you just want to take part in one of the major managerial transformations facing companies in the 21st century.

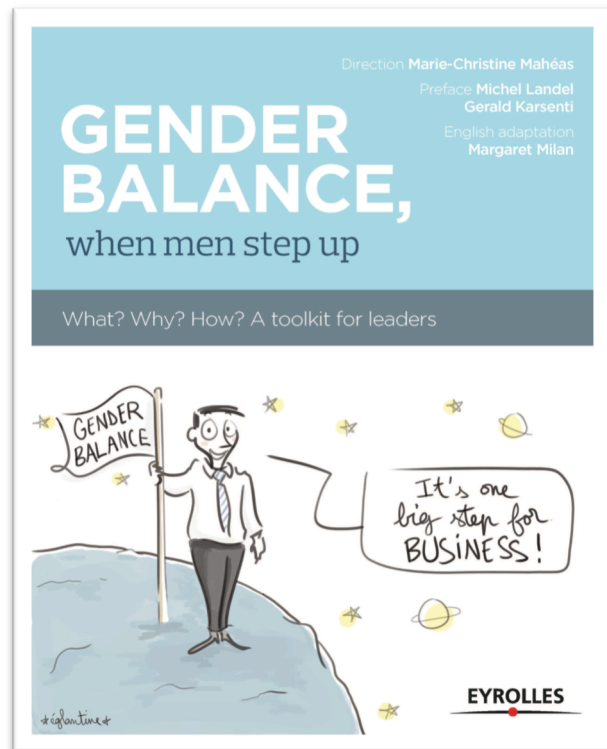
Gender balance: when men step up. Because men too can benefit!

Today's leaders have much to gain from greater gender balance, be it in their personal lives or at work. The leaders interviewed for this book are categorical: gender balance is a tool to transform organisations and to build competitive advantage. But it is also a means to address men's – and Gen Y's - growing aspiration for flexibility and innovative ways of working.

This book clarifies the business case for gender balance, explores what men have to gain, provides the basic knowledge to engage debate and action plans – and get other men on board. Twelve leaders explain why they have personally taken a stand on gender balance and put it high on their list of strategic priorities.

The book will help men and women understand the pillars of masculine identity, and why change in organisations is so difficult. It resolutely takes the man's point of view in the hope of rebalancing a debate too often confined to women, to political correctness or to conforming reluctantly to equality laws.

As men and women's aspirations converge, we hope this book will bring new perspectives, a new language – and a more balanced view of gender balance!



The authors

Under the direction of **Marie-Christine Mahéas**, Former President PWN, Head of Business Dvpt SilverRail

- **Margaret MILAN**, Former President PWN, Entrepreneur
- **Valérie ROCOPLAN**, Founder of Talentis, a leadership expert
- **Jérôme BALLARIN**, Founder of 1762 Consultants, expert in work-life integration
- **Armelle CARMINATI**, Chairman of the « Social & managerial innovation Commission » at the MEDEF (France's professional association of businesses)
- **Laurent DEPOND**, VP Diversity & Inclusion, ORANGE
- **Sandrine DEVILLARD**, Director, MCKINSEY
- **François FATOUX**, sociologist, researcher on male identity
- **Antoine de GABRIELLI**, Founder HappyMen
- **Alexandre JOST**, Spinoza Think Tank, Philosopher of happiness
- **Cécile KOSSOFF**, Directeur, MCKINSEY
- **Jean-Michel MONNOT**, CEO AllInclusive
- **Marie-Claude PEYRACHE**, Co-founder of Board Women Partners
- **Véronique PREAUX-COBTI**, Co-founder of Board Women Partners
- **Patrick SCHARNITZKY**, Psycho-sociologist, expert on stereotypes
- **Catherine VIDAL**, Neurobiologist, expert on brain function
- **Avivah WITTENBERG-COX**, President 20-First