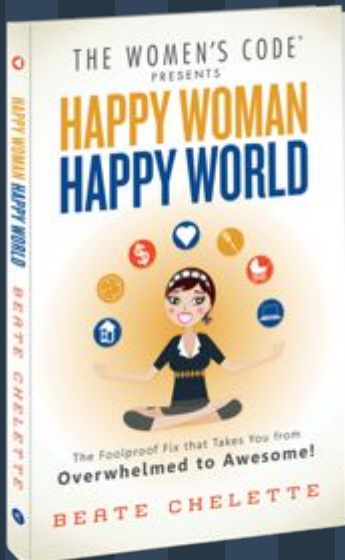




THE WOMEN'S CODE

by Beate Chelette



A New Leadership Balance

THE WOMEN'S CODE

by *Beate Chelette*



How Men And Women Communicate



THE WOMEN'S CODE

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Welcome – You've Come To The Right Place...

... if you are looking for German-engineered insights about:

- **Why** men and women should NOT be treated equally
- **How** balanced leadership will attract the best talent
- **How** gender equality can improve your organization's image and profitability

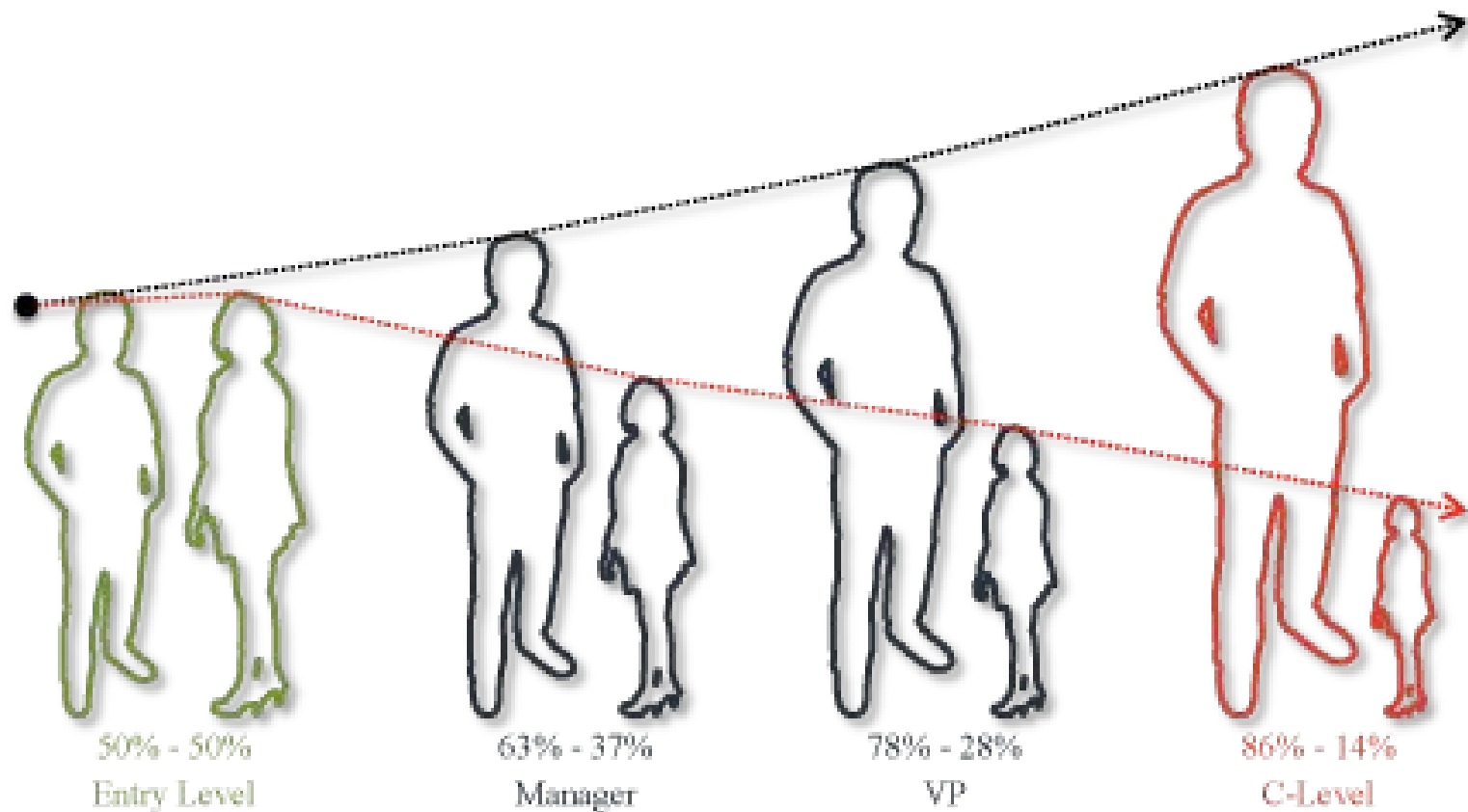


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The Puzzling Fact



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Did You Know?

- Up to **64%** of graduates from higher educational institutions are women
- Men who graduate from Harvard Business School can earn in **400,000+** within 10 years, whereas their female counterparts stay around \$250,000
- Women's issues and diversity are core values for **Millennials**

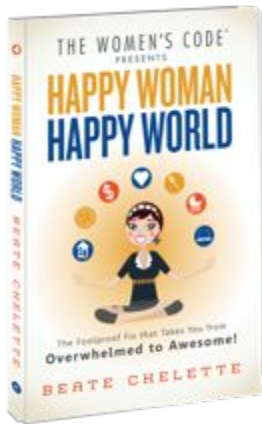


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From Proud Mom To Happy Multi-Millionaire



- Single Mom
- Founder of The Women's Code
- Author of *Happy Woman Happy World*
- Letter writer to the President
- Gender decoder



My Story:

- Everything bad that happens to other people happened to me
- In 2003, I was more than flat broke (-\$1 35,000)
- I had to crack the code and figure out how to be a woman leader
- 18 months after my lowest point, I sold my business to Bill Gates for millions

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Equality doesn't mean that women want to be or to act like men. It means we want the equivalent for women.

~ Beate Chelette

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Case Study: Salesforce

- 2013 - Women's Surge initiative begins
- April 2015 - Marc Benioff announces global pay gap initiative
- Declare diversity and equality a core value
- Gain publicity
- Recognition (Hillary Clinton)



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Internal Equal Pay Assessment

- To date, investment of \$3M+
- *Some* (not all) raises given to women
- Top-down hiring directive
- # of promotions for women increase by 33%



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Admission Of Problems

- Analyzed salaries of 17,000 global employees
- Exact extent of the issue unknown
- Will take years to be fully equal
- Yet publishes diversity numbers anyway because the new buyer demands

TRANSPARENCY



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Salesforces Launches Initiatives

- Community outreach (including non-profits)
- Recruitment overhaul
- Support STEM education
- High-Potential Leadership Program
- Women's Leadership Summit

"We're going to try to be the change we are seeking."

~ Benioff



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Do The Numbers Support This Initiative?

- Revenue up 23% over previous year (\$1.51B)
- Subscription and support revenue up 22%
- Professional services up 33%



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COINCIDENCE?

If so, would...

- Facebook
- Microsoft
 - Intel
 - Apple
- Amazon
- Google

...follow Salesforce's example?

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Why Acting Like A Girl Is Good For Business

- McKinsey Global Institute (2015) estimates complete gender parity with men could increase global output by 25%+

53%

Return on Equity:
Companies with the highest percentages of women board directors outperformed those with the least by 53%.

42%

Return on Sales:
Companies with the highest percentages of women board directors outperformed those with the least by 42%.

66%

Return on Invested Capital:
Companies with the highest percentages of women board directors outperformed those with the least by 66%.

"We are pleased with the participation and feedback from the WIPL Women's Leadership Conference. We love and regret that it was standing-room only in your session."

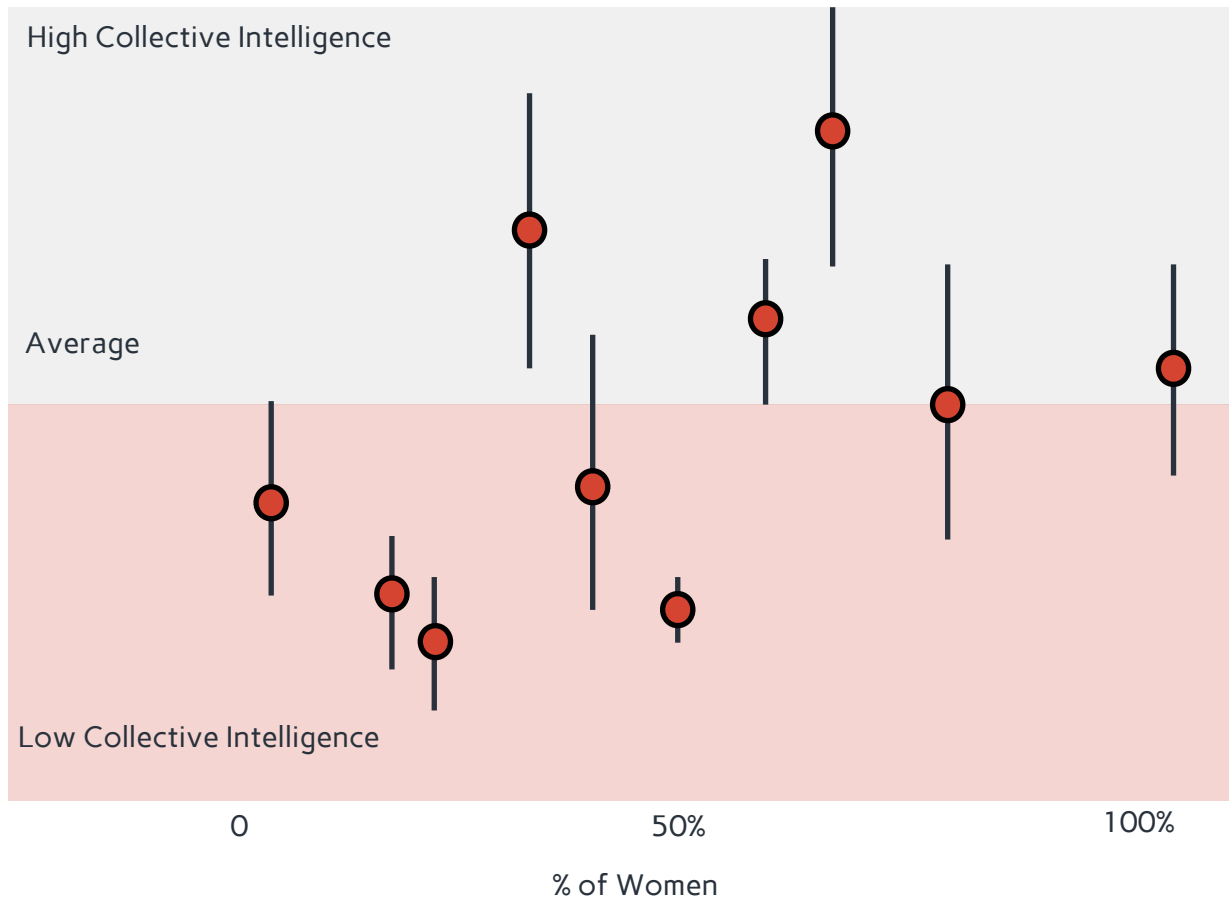
~ Marjorie Thompson, Coastal Carolina University

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Higher Team Intelligence



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My Big Idea – The Women's Code and Balanced Leadership

- Raise awareness and offer solutions (grassroots and businesses)
- Build support from women for women
- Get buy-in and support from organizations and leaders
- Define and promote women leadership "Lead on C.U.E."
- Improve man-woman collaboration by providing education



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Balanced Leadership Complimentary Insights Paper

- **Get your free gifts by texting BALANCE to 38470**
- **Or complete the handout**

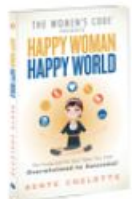
YES, Beate, I want to know why Acting Like a Girl is Good for Business! (\$197 value) Find out why your office or team is struggling to add women to leadership roles, and then develop an action plan to fix it. You'll learn what savvy businesses already know about the New Leadership Balance, Gender Diversification and the bottom line! This Insights Paper includes:



- A proven method that significantly boosts your team intelligence (from Harvard Business Journal).
- One little-known metric that helps you fix C-level issues before they become PR nightmares.
- A sure-fire method that eliminates toxic work environments, lawsuits, harassment, and office bullying.

Called the “most important discussion of 2016,” the gender diversity question really heats up when you read the powerful statistics in this paper. Women are good for a business' bottom line!

YES, Beate, sign me up. I want to know how to be a **Happy Woman in a Happy World** and read the two complimentary chapters of your book, **learning the foolproof fix to get from overwhelmed to awesome:**



- An amazing breakthrough in thinking about women's roles, Happy Woman Happy World shows you how to lead more fulfilling and satisfying life.
- You will discover which ego-RHYTHM(s) you're in now and how to get the most out of each phase.
- Find out how and when to usher new phases in, and old phases out!

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What Should You Do?



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If You Do Nothing

External Threats

- Political issue (France, Finland, Iceland, Norway, and Spain, mandate women on corporate boards)
- Several Asian countries are setting workforce gender balance targets
- Shareholders demand better quotas
- Poor public image
- Paycheck Fairness Act

Internal Problems

- Poor retention
- Unable to attract best talent



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Here Are Your 3 Takeaways

- Research and data says equality benefits any organization
- Urgency required
- Leaders want to initiate change NOW (*beats waiting to be slaughtered when it gets mandated and you have done nothing*)

"Essential paradigm shifter..."



"Beate Chelette has knocked the ball out of the park with this essential paradigm shifter for women of all ages and all walks of life. The Women's Code will completely transform the way we relate to each other, to the men in our lives, and to our children and grandchildren. And this, in turn, will transform the entire consciousness of humanity!"

Dr. Marilyn Joyce

The Vitality Doctor™, author of INSTANT E.N.E.R.G.Y.™, creator of KickCancerInTheCan.com

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What You Can Do Immediately

- Make equality a core value
 - Initiate a corporate culture change
 - Provide training and education
-

Because the benefits are:

- Increased profits
- Improved employee morale
- Decreased risk exposure
- Free publicity and recognition
- Access to best talent

