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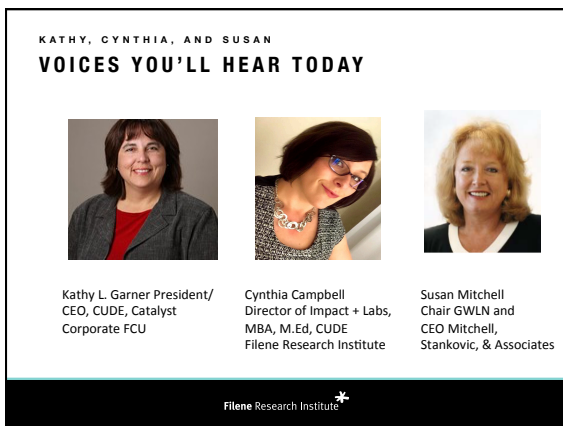
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FILENE'S APPROACH  
**THINK. DO. CHANGE.**



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WOMEN'S LEADERSHIP  
**SET THE STAGE EARLY**



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**THE LEGACY WE LEAVE**



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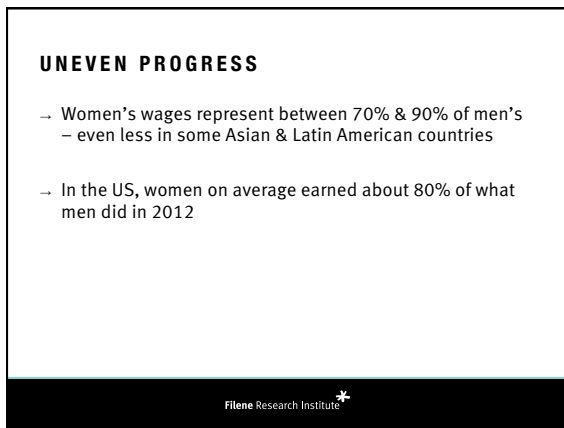
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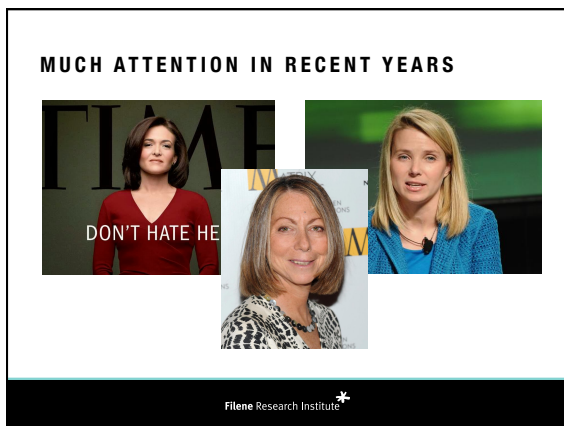
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## WHERE ARE THE FEMALE LEADERS?



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## SUPPLY



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## DEMAND



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DO WOMEN NEGOTIATE?  
**LEADERSHIP & CORE CAPABILITIES**



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**WOMEN ARE GREAT LEADERS**



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**RESISTANCE TO WOMEN LEADERS?**



 "Imagine a bold plan for a world without discrimination, in which women and men are equal partners in shaping their societies and lives. Let's picture it!"  
- Nicole Kidman, UN Women Goodwill Ambassador  
beijing20.unwomen.org #Beijing20

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### WOMEN GET LESS CREDIT



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### MULTITUDE OF PRESSURES



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### WOMEN SACRIFICE



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### QUESTIONS REMAIN

- Do male & female employees enter credit unions with different levels of leadership potential?
- Within credit unions, do male & female employees diverge in their exposure to the critical experiences necessary for promotion?
- Do male & female employees in credit unions employ different leadership styles?
- What are the work-life balance needs of credit union employees? Do they differ by gender or parental status?
- Are different leadership expectations held for male & female employees within credit unions?
- Is the credit union climate equally supportive of the leadership of men & women?
- When we look at outside talent, do we use the same criteria for male & female candidates?

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
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### A CONVERSATION WITH KATHY



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### VERTEX

Driving Credit Union Productivity & Profitability

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**MOST DOWNLOADED REPORT!**

Research Report

**Attributes and Skills  
of Highly Effective  
Credit Union Managers**

Michael West  
President  
Michael West & Associates



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**WHO NEEDS VERTEX?**



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**MANAGERIAL INCOMPETENCE = FAILURE**

**96%**



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**THE DETAILS: HOW DOES IT WORK?**



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**NEXT STEPS**

- Download the research:  
<http://fileone.org/research/report/women-in-leadership-literature-review-obstacles-and-opportunities>
- More information including a demo of the training modules –  
 contact Cynthia Campbell: [CynthiaC@fileone.org](mailto:CynthiaC@fileone.org) | 608.661.3755
- Sign-up for Vertex - <http://fileone.org/products/product/vertex-manager-training>

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QUESTIONS?

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**LET'S CONNECT!**

Cynthia Campbell  
[CynthiaC@filene.org](mailto:CynthiaC@filene.org)  
[@CynCampbell](#)  
 608 661 3755 – Office  
 608-886-0087 – Cell

If you will in Denver for the WOCCU conference, please plan to attend the Filene Road Show!

July 16<sup>th</sup> at Public Service Credit Union 1PM-3PM  
 6875 E Evans Ave  
 Denver, CO 80224

Register at [Filene.Org](http://Filene.Org)

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**Global Women's Leadership Network**

The Global Women's Leadership Network is a World Council Program

The Global Women's Leadership Network is Chaired by

Sister Societies are Proudly Sponsored by

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**Sue Mitchell, GWLN Chair**



- GWLN Founding Chair, 2009
- Engaged with World Council since 1990's
- Recruited by Brian Branch, CEO, WC to work with him and team to create GWLN
- Global and Domestic Volunteerism
- Committed to Leadership and Women's Strategic Initiatives
- CEO, Mitchell, Stankovic
  - CU Consulting for 25 years
  - CEO recruiting, compensation, board education and strategic planning
  - [Mitchellstankovic.com](http://Mitchellstankovic.com)



 Global Women's Leadership Network

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## Global Women's Leadership Network

**Mission:**  
 To provide credit union women the opportunity and resources to make a measureable difference in each other's lives; in the lives of credit union members; and in their communities.

Global Women's Leadership Network

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## Global Reach, Local Impact

- Membership: 900 women from 56 countries
- Total Scholarships Given: 43
- 23 Sister Societies, 9 countries
- Total Funds Raised: \$1,000,000+



Global Women's Leadership Network

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### Key GWLN Programs

- Engagement Opportunities:
  - Government's Affairs Conference – GWLN Breakfast
  - Annual World Council GWLN Forum
  - Sister Societies in Local Area
    - Leadership Development
    - Community Impact
    - Mentoring / Networking
  - On-line resources
  - International Project Support



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### Forum Keynote Speaker: July 12<sup>th</sup> Ingrid Vanderveldt

- Fortune's "55 Most Influential Women to Watch on Twitter"
- Host of CNBC's "American Made"
- Dells 1<sup>st</sup> Entrepreneur-in-Residence
- CEO & Chairman of Empowering a Billion Women by 2020
- United Nations Global Entrepreneur Councilman



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### Webinar Series GWLN and Filene

- Influential Leadership
  - September 15<sup>th</sup> @ 11:30AM Central
- Developing Talent
  - November 11<sup>th</sup> @ 12:00PM Central

To register visit [Filene.Org](http://Filene.Org) ...Join Us...Calendar...  
click on the dates of the webinars.

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**Donations go to:**

**GWLN** The Global Women's Leadership Network

Of

**WOCCU** The Worldwide Foundation for Credit Unions

The pink ties demonstrate support for the GWLN. Regardless of gender, culture or affiliation, people all over the globe are actively involved with the Network and are spreading the work about the difference it is making in people's lives.

 Global Women's Leadership Network

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