



The Secrets of Best-In-Class Workplaces

LISEN STOMBERG
CEO, Prismwork
Author, Work Pause Thrive

The World is Changing....

20th Century

- Taboo
- Wall Street Bull
- The Feminine Mystic
- Patriarchial
- Title IX
- Tech Bros
- Riot Grrrl
- Him/Her

21st Century

- #MeToo
- Wall Street Bull
- The Feminist Mystic
- "Smash the Patriarchy"
- Equal Pay in Sports
- Girls Who Code
- Women's March
- They/Them

The Workplace is Changing....

20th Century

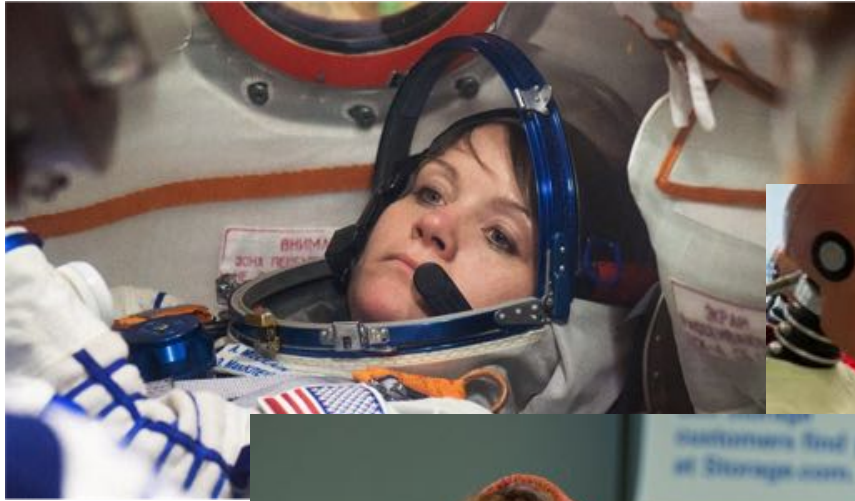
- Hierarchical
- Cultures of Because
- Focused on Facetime
- Homogenous
- "Opt-Out"
- "Boomer"
- Produce Focused
- Profit Driven

21st Century

- Democratic
- Cultures of Why
- Focused on Results
- Diverse
- "Lean In"
- Millennial/Gen Z Emergin
- People Focused
- Purpose Driven



*Does it matter
who does the work
as long as they're
"good"?*



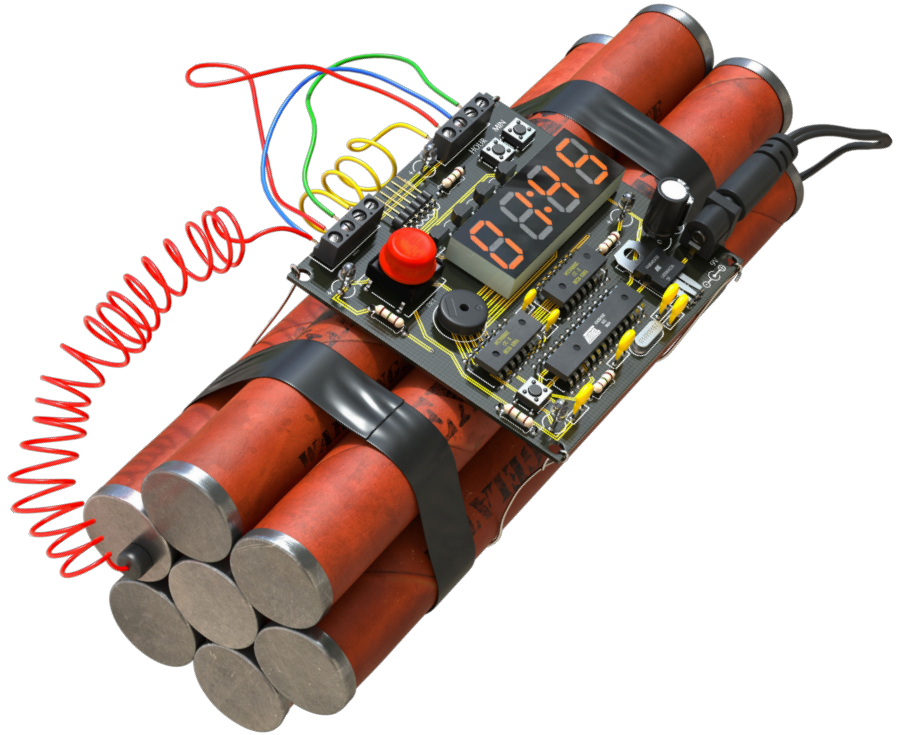


*Does it matter
how the work gets done?*

H&M




Hiring for
expediency



Hiring for
availability



“What the hell is wrong with advertising that you people have no female leaders?!”



Meg Whitman
(Former) CEO,
Hewlett Packard

A black and white photograph of an open wooden barn door. The door is made of vertical wooden planks and is swung open to the right, revealing a grassy field and trees in the background under a cloudy sky. The image has a dark, moody atmosphere.

Results?

Languishing employees
Limited Innovation
Lost Revenue

The Secrets of Best-In-Class Workplaces

- 1. It starts at the top**

“In a new world with many old minds, the task of a leader is to **adapt yourself.**”



Shimon Peres
Former President
of Israel

The Secrets of Best-In-Class Workplaces

1. It starts at the top

2. Aren't afraid to be real

DMA, Fishbowl, #TimesUp, Girls Day

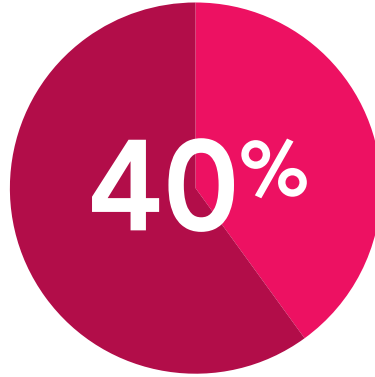




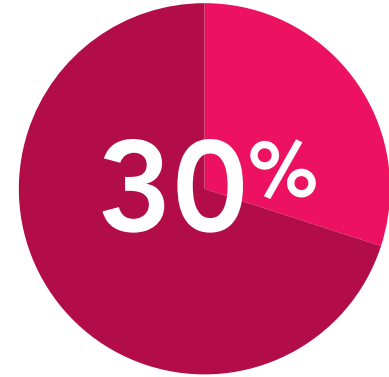




**Primary
breadwinners:
Money matters**



**All Agencies:
Believe men are
paid more**



**Certified
Agencies:
Believe men are
paid more**

The Secrets of Best-In-Class Workplaces

1. It starts at the top
2. Aren't afraid to be real
- 3. Know HR is more important than PR**



Michele Prota



Guy Hayward

The Secrets of Best-In-Class Workplaces

1. It starts at the top
2. Aren't afraid to be real
3. Know HR is more important than PR
- 4. Understand diversity is not about CSR**



Millennials expect **diversity** in the workplace





HP ads created after diversity initiative

+6PTS

Purchase
intent

+33%

Revenue per
impression

+5PTS

#SeeHer Gender
Equality
Measurement

Double Digit growth in revenue and operating profit

The Secrets of Best-In-Class Workplaces

1. It starts at the top
2. Aren't afraid to be real
3. Know HR is more important than PR
4. Understand diversity is not about CSR
- 5. Are built on results, not facetime**





I'd like to offer more options for parents, but the trade-offs are too great."

Millennials
want time
mastery



Does it matter who does the work as long as their good?

Do we all look, act, think, behave alike?

How do we recruit, hire, and retain our talent?

What are the underlying beliefs and bias that have led to these policies, programs, and practices?

What does this say about our company?



We can no longer win
on “product” alone.

Culture matters too.

PURPOSE
+
PRACTICES
=
PROSPERITY