



European
Commission

EQUALITY PAYS OFF WORKSHOP

*Attracting and retaining top female
talent*

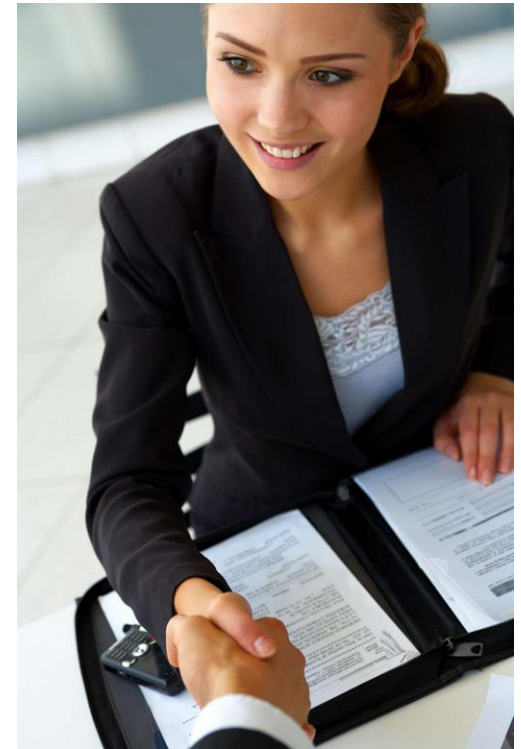
Date: 26 September 2013

Location:

**Grand Hotel Reykjavik
Sigtún 38
105 Reykjavik**

WHY PARTICIPATE? Six reasons to take part in the EQUALITY PAYS OFF Workshop

- 1** Get fresh ideas on how to start new or optimise existing efforts to access the potential of the female workforce
- 2** Gain insight regarding how "ready" your company is to fully benefit from the potential of the female workforce
- 3** Learn from a selection of good practice examples from other European companies
- 4** Engage in a cross-sectorial and cross-regional exchange of ideas and experience with other companies
- 5** Establish and/or deepen business contacts with like-minded companies
- 6** Position your company as a forward-thinking business that champions gender equality by ...
 - being listed on the EQUALITY PAYS OFF website
 - being included in circulated EQUALITY PAYS OFF notices



WHAT TO EXPECT? The Workshop Agenda

TIME	TOPIC
09:00-09:10	Opening speech and welcome note – <i>President of the Icelandic Confederation of Labour, Gylfi Arnbjörnsson</i> – <i>Director General of the Confederation of Icelandic Employers, Thorsteinn Víglundsson</i>
09:10-09:30	Introduction – <i>EU initiative EQUALITY PAYS OFF and today's objectives¹</i>
09:30-09:50	The status quo - <i>The workforce potential and talent pool in Iceland</i>
09:50-10:20	Strategic approach – <i>How to better tap the female talent pool</i>
10:20-10:45	Coffee break
10:45-11:45	Focus topic I – <i>Presentation and discussion on approach, practices and tools²</i>
11:45-12:30	Good practice example I
12:30-13:15	Lunch break
13:15-14:15	Focus topic II "Evaluate the remuneration system" – <i>Presentation and discussion on approach, practices and tools</i>
14:15-14:45	Good practice example II – <i>Attentus, Inga Björg Hjaltadóttir: Equal Pay Standard</i>
14:45-15:00	<i>Feedback and Closing</i>

¹ Yvonne Ruf and Annika Zawadzki (Roland Berger Strategy Consultants) will moderate the workshop; representatives of the respective companies/ organisations will present the good practice examples

² Please indicate your preferred focus topic in the online registration form

Key starting points for tapping the female talent pool in a better way will be presented during the workshops

CORPORATE STRATEGY – Establish gender equality as a part of the company's DNA

MANAGEMENT – Understand and position management as driver and role model

WORK ORGANISATION – create the framework to enable necessary changes

MONITORING – monitor and follow up target achievement

OPERATIONAL IMPLEMENTATION – Business units and HR striving for more gender equality in daily work

Fields of action

1. Raise awareness among high school graduates regarding the full spectrum of fields of education
2. Attract top talent irrespective of gender
3. Strengthen the work-life balance
4. Promote career advancement
5. Evaluate the remuneration system
6. Communicate company's activities to tap the talent pool in a better way

Please select a topic to be discussed in detail (1/5)

Corporate Strategy – Establish gender equality as a part of the company's DNA



I

You should choose this topic if you want to set gender equality on a solid ground in your company

- ➔ The corporate strategy sets the framework for doing business and hence determines the internal work culture. Experience shows that in order to be sustainably established, gender equality must be(come) part of the company rationale.

Management – Understand and position management as driver and role model



II

You should choose this topic if you want to involve management successfully in order to sustainably implement gender equality in your company:

- ➔ Management is responsible for the implementation of the corporate strategy and acts as role model within and outside the company. To implement the gender equality strategy successfully, management must be committed to this issue as an essential part of the corporate strategy.

Please select a topic to be discussed in detail (2/5)

Operational Implementation – Business units and HR striving for more gender equality in daily work

Business units and HR are the main change agents that are crucial to implementing gender equality in the daily work of a company. To enhance gender equality, six main fields of actions – as described in the following – can be addressed

III

1

Raise awareness among high school graduates regarding the full spectrum of fields of education

You should choose this topic if you want to amplify your potential talent pool by sensitising **high school graduates** to the full range of fields of education:

- ➔ To enlarge the potential talent pool, companies need to sensitise high school graduates to the full spectrum of fields of education and hereby motivate them to also consider gender "atypical" fields of specialisation



2

Attract top talent irrespective of gender

You should choose this topic if you want to attract **higher education graduates** and young professionals irrespective of gender:

- ➔ To attract top talent, companies need to build up a relationship with talented graduate students early on and show them what it is like to work in their company. Additionally, they need to tap the dormant work force by mobilising women to enter the workforce.



Please select a topic to be discussed in detail (3/5)

III

3

Strengthen the work-life balance

You should choose this topic if you want to gain a better understanding of how to reconcile private and professional life:

- ➔ To retain the talent pool, companies need to motivate talented staff to continue working and to return early from leave, as well as facilitate the career advancement of employees with family care obligations



4

Promote career advancement

You should choose this topic if you want to gain better understanding of how to develop female careers sustainably:

- ➔ To promote the best-qualified female employees, companies need to establish a culture and promotion process that honours male and female talent equally and institutionalise a systematic procedure for planning job succession



Please select a topic to be discussed in detail (4/5)

- | | | | |
|-----|---|---|-------------------------------------|
| III | 5 | Evaluate the remuneration system
This topic will be discussed as Focus topic 2 in the first half of the workshop:
➔ To attract and retain female employees, companies need to evaluate and – if necessary – adapt their remuneration system to eliminate discriminatory practices | <input checked="" type="checkbox"/> |
| | 6 | Communicate company's activities to tap the talent pool in a better way
You should choose this topic if you want to know more about how to successfully communicate your activities to tap the talent pool in a better way:
➔ To maximise the positive impact of their efforts to champion gender equality, companies need to communicate their actions for enhancing corporate gender equality both internally and externally | <input checked="" type="checkbox"/> |

Please select a topic to be discussed in detail (5/5)

IV

Work Organisation – Create the framework to enable necessary change

You should choose this topic if you want to create a sound framework for gender equality:

- ➔ To attract, retain and develop top talent, companies need to enable employees to reconcile their professional and private life in a better way, by evaluating business practices regularly and identifying potential opportunities for more flexible work practices (e.g. appropriate working-time, workplace and work arrangements)



V

Monitoring – Monitor and follow up target achievement

You should choose this topic if you want to monitor the progress of your gender equality goals and activities:

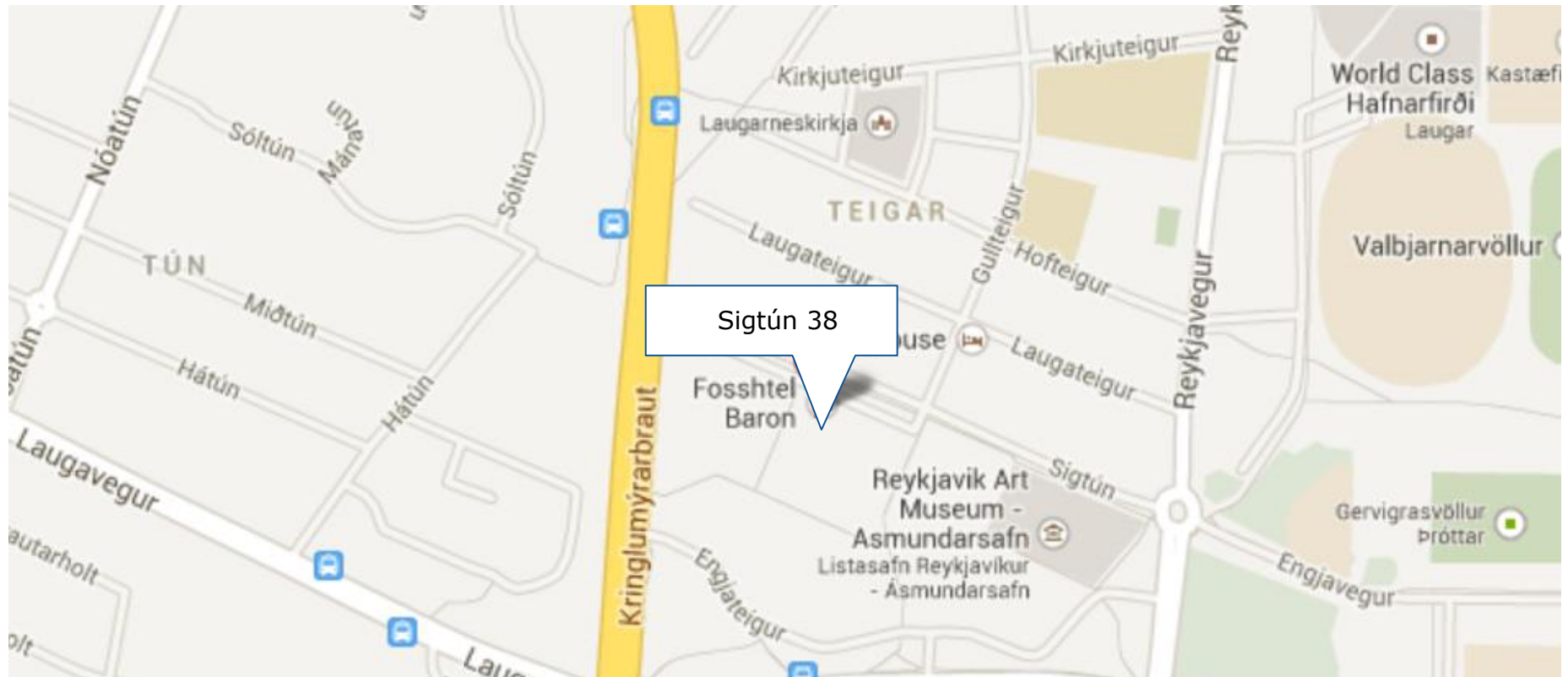
- ➔ To ensure that gender equality is taken seriously, companies need to monitor gender equality targets in the same way as financial targets. Monitoring should include indicators that measure company-wide progress regarding corporate efforts to enhance gender equality as well as the success of individual managers in promoting gender equality in their departments/teams. Additionally, this topic should be part of the regular feedback talks with management.





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HOW TO GET TO THE WORKSHOP LOCATION – Grand Hotel Reykjavik Sigtún 38, 105 Reykjavik





This training session is supported by the European Union Programme for Employment and Social Solidarity – PROGRESS (2007-2013)

This programme is implemented by the European Commission. It was established to financially support the implementation of the objectives of the European Union in the employment, social affairs and equal opportunities area, and thereby contribute to the achievement of the Europe 2020 Strategy goals in these fields

The seven-year Programme targets all stakeholders who can help shape the development of appropriate and effective employment and social legislation and policies, across the EU-28, EFTA-EEA and EU candidate and pre-candidate countries

For more information see: <http://ec.europa.eu/progress>

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