

BILLIE JEAN KING LEADERSHIP INITIATIVE

2016 Symposium & Gala

Recap Report

NOVEMBER 16, 2016



Men – Playing From a Position of Power: Leveraging Their Ability to Make Change



The **BJKLI Symposium** is more than a platform for communicating insight and information. We are not interested in just advocating to the masses, but most importantly directly engaging, educating and including the “agents of change” (leaders, CEOs..) who are in positions of ‘power’ and can have the greatest impact for our cause. This year’s BJKLI Symposium was

centered around the theme: **Men – Playing From a Position of Power: Leveraging Their Ability to Make Change**” We gathered leading academics, thought leaders and pioneers from a diverse range of sectors to confront the sometimes uncomfortable issues facing workplace equality and bring the conversation around inclusion to a wider audience.

“Each of us is an influencer. Every single one of you –every single person in the world –is an influencer. And I think sometimes we forget that.”

BILLIE JEAN KING

“Build bridges with inclusive approaches that unite men and women rather than separating them.”



BILLIE JEAN KING
Leadership Initiative

Learn.
Lead.

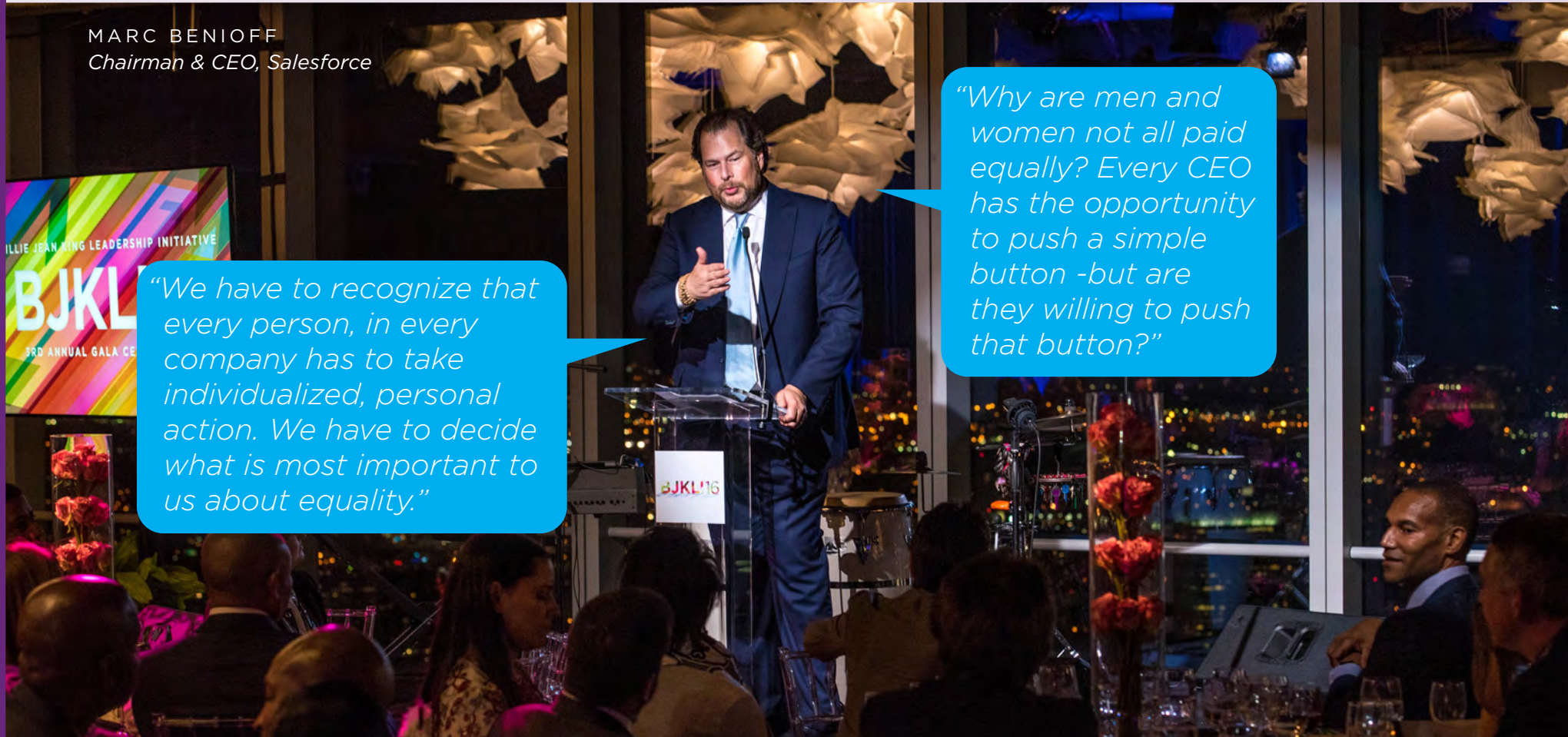
Leaders Impact Culture- Culture Impacts Performance

Leadership matters — What a CEO does and says defines the culture and attitude towards equality.

MARC BENIOFF
Chairman & CEO, Salesforce

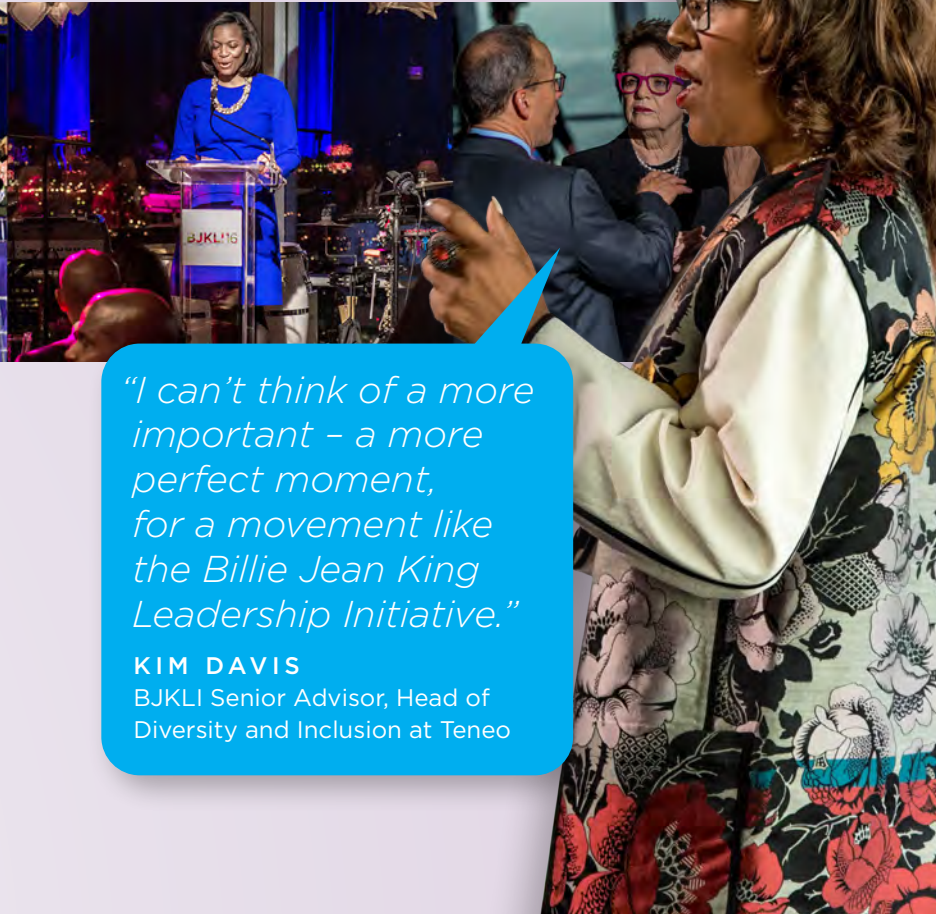
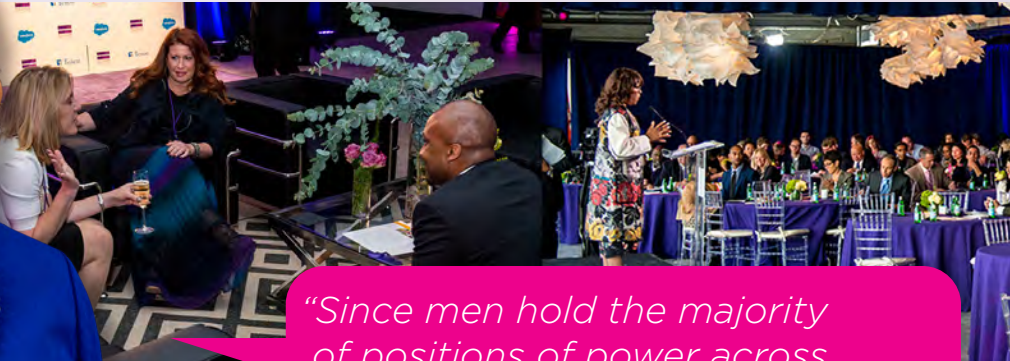
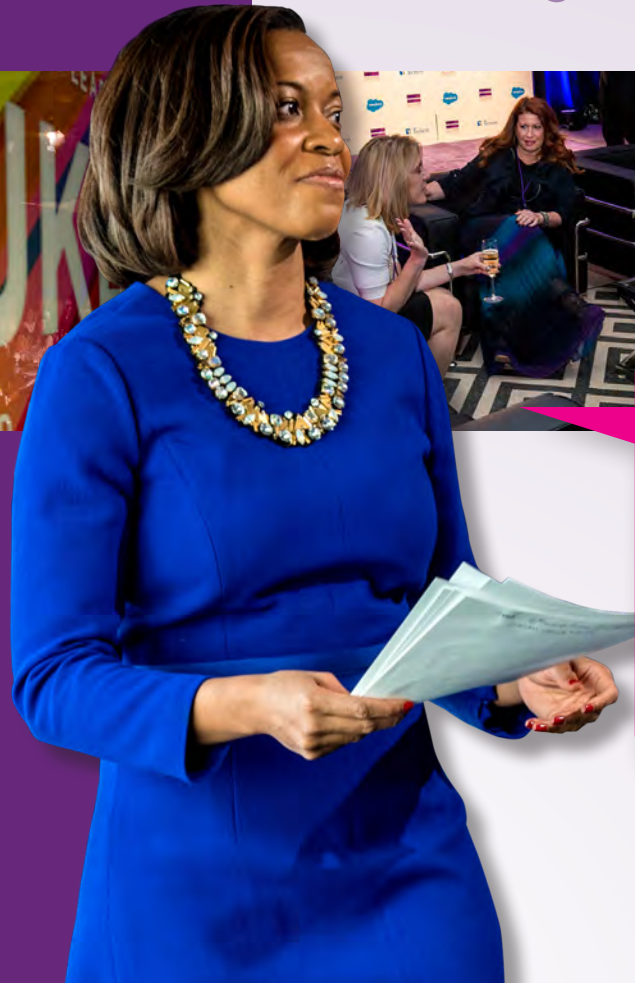
"We have to recognize that every person, in every company has to take individualized, personal action. We have to decide what is most important to us about equality."

"Why are men and women not all paid equally? Every CEO has the opportunity to push a simple button -but are they willing to push that button?"



Putting Equality and Inclusion on the Agenda

Building Billie Jean's "Equity Allies"



"Since men hold the majority of positions of power across most industries and sectors, we decided that our 2016 Symposium theme should focus on engaging MEN in this important conversation around equality."

SHERICE PERRY
Executive Director of BJKLI

"I can't think of a more important – a more perfect moment, for a movement like the Billie Jean King Leadership Initiative."

KIM DAVIS
BJKLI Senior Advisor, Head of
Diversity and Inclusion at Teneo

Distinguishing Between Real Differences and Stereotypes

Our first panel featured a thought-provoking and inspiring discussion from leading researchers and academics on the economic/psycho-social and cultural value of diversity and inclusion. The panel, moderated by Dr. David Thomas, noted expert on corporate diversity and leadership, featured insights from panelists including Dr. Stefanie Johnson (University of Colorado Leeds School of

Business), Dr. Marcus Noland (The Peterson Institute for International Economics) and Dr. Michael Kimmel (SUNY Stony Brook/Center for the Study of Men and Masculinities).

This powerful discussion set the stage for the day with data, statistics, and facts.

Research provides an important long-term perspective on the issues that we encounter everyday."

"We can't make much progress if half of the population is either on the sidelines, intimidated by the topic, or in some ways actively and passively working against it."

DR. DAVID A. THOMAS

"How much is gender inequality already costing you? That's the right question to ask."

DR. MICHAEL KIMMEL

"People don't believe the data...increasing diversity is a business imperative."

DR. STEFANIE JOHNSON

"In our study, if you go from having zero women in upper management to 30%, that's associated with a 15% increase in profitability. That's a big number."

DR. MARCUS NOLAND





Incubators of Diversity & Inclusion

Thought-Provoking Conversations that Dismantle Old & Outdated Notions of Diversity.

Many entrepreneurs have done it. Their leadership styles have been consciously and unconsciously influenced by the marketplace and growing demographic shifts. Their insights into what the modern entrepreneur “needs to succeed” emphasized the critical role of workplace equality in sparking innovation, fostering creativity and encouraging collaboration within an organization, and serves as a model for corporations and other sectors.

The ‘Lead’ panelists discussed how diversity and inclusion operates as an integral part of their business models and provides a compass to navigate a world of constant change. Their discussion highlighted the vital distinction between

simply taking these issues into consideration and establishing them as core to the business’ identity and operations. The latter is a necessity for any entrepreneur or business leaders to succeed in the long run.

PANELISTS

John Caplan

Founder and CEO,
OpenSky



Jukay Hsu

Founder, C4Q
(Coalition for Queens)



Marlon Nichols

Founding Partner,
Cross Culture Ventures



Rod Robinson

Founder and CEO,
Connexus



MODERATOR

Ralph Smith

Senior Vice President,
Annie E. Casey Foundation





Facing the Uncomfortable

The Interactive Theater presented by DeValk Associates made tangible the issues that have been researched, explored and discussed. Whether its through our own “unknowing” or unconscious apathy, the truth is that we all find ourselves in uncomfortable situations.

Leaders must bear the responsibility of stepping out of these “comfort zones” to focus on the *unspoken* and take personal action. From implicit discrimination to known prejudices, the

Interactive Theater placed the audience members at the center of these touchy topics by drawing them into the conversation of how to respond in real life situations.

“Change is the end result of all true learning”
-Leo Buscaglia



The Solutions

Business should be a platform for positive change and equality is one of our core values.

Five tips for male leaders to promote equality in the workplace from Tony Prophet, Salesforce Chief Equality Officer.

1 Know the Numbers *What percentage of*

employees in the company are female? How many women are in executive roles? What portion of existing employees are female? Every company leader should know the answers to these questions. You can't address a problem without understanding the extent of it.

2 Develop Empathy *It's easy to empathize with*

people who lead lives similar to yours. The task becomes difficult when you encounter people who are different from you. Leaders should rise to that challenge in order to build their ability to empathize.

3 Model the Whole Person *As a leader, you are*

a representative for all employees. Regardless of whether your employee looks like you or has a similar lifestyle, you are their representative. Leaders need to take this responsibility seriously and work to model the whole person.

4 Practice Inclusive Meetings *Work happens in meetings,*

and having non-inclusive practices in meetings is a death sentence for the health of the culture in the company.

5 Erase Cultural Biases *Leaders need to be aware*

of their own biases and work to overcome them. They should be careful not to provide feedback that is colored by bias, like judging a woman for being too assertive when that same standard would not be applied to a man.

"Seek out experiences where you are exposed to people unlike yourself and you're able to see the world through their lens."

TONY PROPHET

"Men in power should lead by example, interacting with people outside their comfort zone in order to encourage employees to do the same. Doing so can confront stereotypes and help to eradicate implicit biases."



The Goal: Action

BJKLI Advisory Board Member and Anchor of ABC's Good Morning America, Robin Roberts delivered a powerful closing to our symposium, urging us all to be better collaborators. For collaboration to work, she emphasized, leaders need to steer clear from the notion of tolerance and move toward acceptance. Tolerance can make for diversity, but acceptance will make for inclusion. Both are needed if we want to come together and recognize the potential in unity.

"I cannot tolerate the word 'tolerance.' I don't want you to tolerate me -I want you to understand that we do have differences and we can understand those differences to come together."

ROBIN ROBERTS

The day appealed to intellect, emotion, personal power, and responsibility.





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3RD ANNUAL GALA CELEBRATION

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HONORING THE CHAMPIONS
& REAL GAME CHANGERS
Evening Gala
WTC 360 THE RIVIERA AT THE WORLD TRADE CENTRE



BJKLI16
FIRST COURSE
Deconstructed Cedar Salad
lemon infused lettuce with
black pepper parmesan popcorn
ENTREE
Broiled Sea Bass,
roasted color glass,
mush and english peas



C O R P O R A T E H O N O R E E

Marc Benioff

A CEO that puts equality and balance at the top of his business agenda.

Salesforce's soul and spirit is rooted in its Chairman and CEO; Marc Benioff. As founder of one of the world's largest software companies, he not only talks the talk –he walks the walk. Through his 1-1-1 philanthropic model and commitment to eradicating the gender pay gap in his own company, Mr. Benioff has proven that good business and social responsibility are complementary and necessary. He brings 'the business case' for diversity and inclusion to life and serves as an example of the impact men in positions of power can make, not only in their own organizations but also on greater society. It is for this reason that Marc Benioff is the Corporate Honoree for the 2016 BJKLI 'Inspiring Leader' Award.

"Now is the time that we have to find inside ourselves, deep inside our own hearts, inside our own souls, we have to look within and know now what it is that we can do to move the world forward. Yes there are going to be forces against us, yes there are going to be obstacles, yes there are going to be challenges, but we are here to overcome those challenges so that we can create a more perfect union for every one of us."

MARC BENIOFF

PUBLIC SERVICE HONOREE

Heather O'Reilly

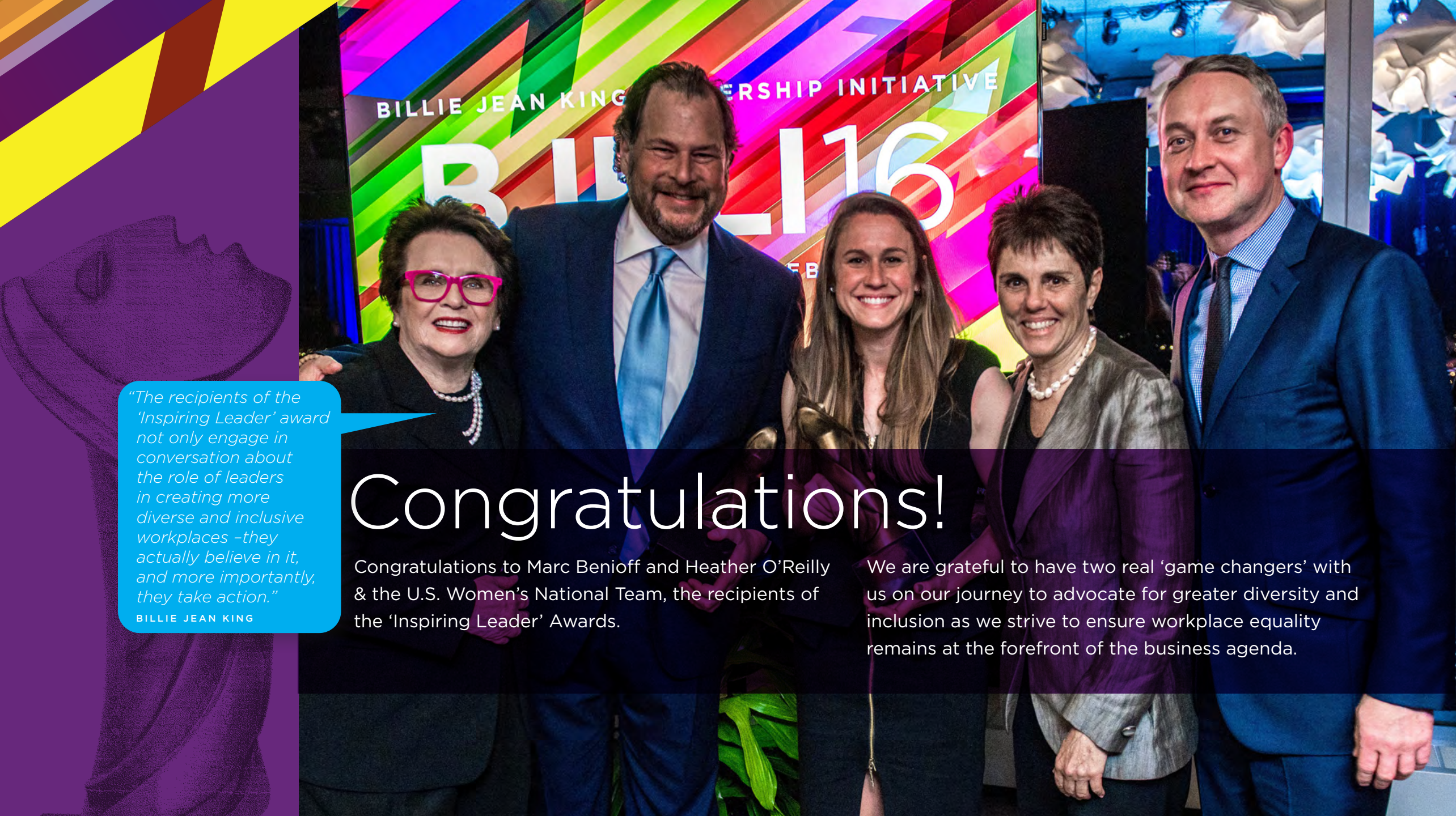
On behalf of the U.S. Women's National Soccer Team

Former US Women's National Team midfielder Heather O'Reilly is a perfect example of what it means to use your position of power to create a more open and inclusive society. The world champion and three-time Olympic gold medalist serves in a multitude of organizations, ranging from AthleteAlly to her very own Heather O'Reilly Soccer Academy, in order to promote diversity and inclusivity in women's soccer and the general sports community. Heather O'Reilly and the U.S. Women's National Team have inspired a whole generation of young women to follow in their footsteps, setting the example of how not only to be a champion on the pitch, but also a champion for equality and justice in our society.

Upon receiving the 'Inspiring Leader' Award on the behalf of her teammates, Ms. O'Reilly echoed Billie Jean King's famous call to "Be Bold." Indeed, the U.S. Women's National Soccer Team have been just that.

"There's been a strong history of winning and a strong history of titles. But there's also been a strong history of fighting -and that's on the field and off. We are proud that we have made a lot of progress in those regards."

HEATHER O'REILLY, USWNT



BILLIE JEAN KING LEADERSHIP INITIATIVE

BILLIE 16

"The recipients of the 'Inspiring Leader' award not only engage in conversation about the role of leaders in creating more diverse and inclusive workplaces –they actually believe in it, and more importantly, they take action."
BILLIE JEAN KING

Congratulations!

Congratulations to Marc Benioff and Heather O'Reilly & the U.S. Women's National Team, the recipients of the 'Inspiring Leader' Awards.

We are grateful to have two real 'game changers' with us on our journey to advocate for greater diversity and inclusion as we strive to ensure workplace equality remains at the forefront of the business agenda.

Thank You!

Game-Changers and Champions! Thank you for making the 3rd annual BJKLI Symposium and Gala our most powerful yet. We convened thought leaders and pioneers from diverse spheres of influence to bring to the fore the most pressing issues surrounding diversity and inclusion in the workplace. The insights and perspectives offered by our speakers and panelists will prove invaluable in successfully furthering our cause as more and more companies and organizations realize the benefits -the necessity -of putting these issues at the forefront of their business agenda. Most importantly, I am confident that we have inspired leaders, particularly “Men in Positions of Power and Influence” to take action on these issues and strive for equality within their own organizations.

I would like to extend a special thank you to our incredible corporate partners who have supported us on this journey. They helped make the 3rd annual BJKLI Symposium & Gala a reality and we are grateful for their commitment to our cause. We look forward to strengthening these relationships in order to advance the fight for diversity and inclusion and create a future shaped by equality for all.

Thank you, again, to our 2016 BJKLI Symposium & Gala participants and corporate partners!



Billie Jean King
Founder, BJKLI



CLICK TO VIEW THE
HIGHLIGHTS VIDEO

