

# UNLEASHING THE POWER OF GENDER DIVERSITY

## BETTER BUSINESS RESULTS THROUGH GENDER DIVERSITY



THE KALEIDOSCOPE GROUP  
Your Full Service Diversity & Inclusion Partner

## Difference WORKS

A Collaboration of Kaleidoscope Group and  
DifferenceWORKS, LLC.

### BUSINESS OPPORTUNITY

One area of diversity that offers a big payoff is gender diversity. Women represent nearly half of today's workforce. Yet they are rarely proportionately represented in the upper ranks of organizations. If leaders can increase engagement and retention of women, they can see large returns. Gender diversity in leadership has been linked with impressively higher business metrics. And a leader's ability to attract, engage and retain women involves mindsets and skills that are transferrable to all employee segments.

### DESCRIPTION

Kaleidoscope Group and DifferenceWorks work together to deliver powerful results in leveraging gender dynamics for competitive advantage. A few of our solutions include:

- Women's business resource groups
- Gender diversity and inclusion assessment
- Mentoring and sponsorship projects
- Educational workshops (examples)
  - o Leveraging Masculine and Feminine Strengths for a Better Bottom Line
  - o Women Working with Women: Sabotage or Support?
  - o Breaking through the Glass Ceiling: Navigating to the Top in a Masculine Workplace
  - o Selling to Men; Selling to Women
- Inclusive Relationship Pair Coaching

### UNIQUE ATTRIBUTES

- Avoids stereotyping and makes the topic of gender diversity accessible to and safe for men and women at all levels.
- Focuses on understanding and appreciating both masculine and feminine approaches
- Uses the prototypes of masculine and feminine approaches from Caroline Turner's book, Difference Works: Improving Retention, Productivity and Profitability through Inclusion.

### OUTCOMES

- Awareness and appreciation of business value of gender diversity in leadership
- Men and women working together more effectively
- More engagement and increased retention among women
- Enhanced ability to avoid and remove obstacles to leveraging gender dynamics
- Women supporting women in achieving career success

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