

Liderazgo

# Free Seminar - Women in Business: How to Attract, Develop & Retain Female Talent

Presencial

Free Seminar

## Lo que aprenderás

You'll learn to recognise and understand challenges that may be holding the women in your business back and learn ways in which you can address them that will not only improve diversity but profitability as well.

## Por qué lo deseas aprender

The study Women in the Workplace 2018 showed that for every 100 men promoted into a management role only 79 women achieved the same level. So whilst improving gender diversity may be on the agenda, for many businesses it can still be a difficult strategy to effectively implement. But with a UK skills shortage on the horizon with our ageing population and Brexit there has never been a more important time to maximise the full potential of your female workforce.

## Cómo te ayudará

Investing in female talent is good for business! Studies show that there is a correlation between financial performance and female leadership. A landmark and much-quoted report from Credit Suisse Research Institute found that companies with women directors outperformed those without women directors in average growth, price/book-value multiple and return on equity.