



Session Title: Women are THE Competitive Advantage

Description: Data is revealing “gender synergy”, the superior performance/alpha returns that are generated when genders work together on equal and balanced bases, may be the most powerful and differentiating factor to corporate performance, and the institutional investment community is taking serious note. Getting intellectual and emotional C-suite buy-in, commitment, governance, and investment is critical to program’s perceptions by employees, and their results: are you realizing profitable impacts or merely Pinkwashing? This session will share strategies and tactics, and supporting science and copious curated data, as to how to “make the case” to executives as to the material impact of gender parity, balance, and inclusion.

Learning Objectives:

- Bringing bold awareness to the power of the gender card with both operating company and capital markets perspectives
- Elucidating and addressing male objections to gender equity
- Sharing suggestions as to how to best facilitate the conversation with primarily male executives to gain both intellectual and emotional commitment

“Wow! Best session of the entire conference. I loved the analytics, the science, and how deep the data went. Opened my eyes as to the power gender differences bring to all aspects of corporate performance. We need to make this a prime priority.”

—Male Executive

League of Allies’ Overview/Speaker’s Bio:



League of Allies is a professional services firm, founded by two male executives who believe gender synergy is the key to superior financial, and social (ESG), returns. We provide executive and board briefs, gender lens diagnostic and due diligence products for both operating companies and investors, Inclusion & Diversity strategic guidance, in-person workshops and online Programs and Courses, and client-specific deliverables.

Prior to starting The League, Lawler Kang served in positions such as Chief People Officer in technology companies, Managing Director of a global consulting practice, a variety of executive positions (MD, COO, VP Sales & Marketing) running corporate



turnarounds, Principal in an executive search practice, and a stint doing M&A strategy consulting. He started his career in a Customer Service position at a Japanese multi-national while simultaneously running a socially responsible import firm out of Yogyakarta, Indonesia.



He has also written two books, *Passion at Work* (Pearson Prentice Hall), which led to an engagement and belonging workshop business servicing firms such as Cisco, HP, Pfizer, and Oracle, and most recently, *The E Ticket*, a fictional thriller with 200+ footnotes that has been hailed as being "a groundswell for the next wave of feminism."

Lawler has an MBA in Entrepreneurial Management and Finance from The Wharton School of the University of Pennsylvania and a BA in International Studies from Vassar College. He has three kids and lives on the North Shore of Boston. He loves to ski and has recently become a stand-up paddleboard fanatic.

Some Prior Keynotes/Speaking & Delivery Engagements Include:

SHRM National Convention

HCI National Conference

Business Objects/SAP

CapGemini

Microsoft

Yahoo

Google

Oracle

Intralinks

Top Three Global Strategy Consulting Partnership

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