



WOMEN ARE THE

ARCITECTS OF their OWN FUTURE

Dr. SVAFA GRÖNFELDT

NURTURE YOUR MIND WITH GREAT THOUGHTS. TO BELIEVE IN THE HEROIC MAKES HEROES. LEADERSHIP DEVELOPS DAILY, NOT IN A DAY. THERE ARE NO SHORTCUTS TO ANY PLACE WORTH GOING. IF IT'S TO BE, IT'S UP TO ME. THERE ARE RISKS AND COSTS TO A PROGRAMME OF ACTION. BUT THEY ARE FAR LESS THAN THE LONG-RANGE RISKS AND COSTS OF COMFORTABLE INACTION. **LIFE IS EITHER A DARING ADVENTURE OR NOTHING. OUR FUTURE DEPENDS ON MANY THINGS BUT MOSTLY ON US THEREFORE WE LOOK THE WORLD STRAIGHT IN THE EYE AND SAY LIFE IS GOOD. QUOTES FROM VARIOUS AUTHORS.** SEEK TO LEARN MORE THAN WE TELL. GIVE MORE THAN WE TAKE IN LIFE. 18TH NORDIC SOROPTIMIST MEETING REYKJAVIK ICELAND 6TH-7TH JUNE 2008. TRANSFORMING LIVES – EMPOWERING WOMEN AND GIRLS.

*“Forget China, India and the internet:
economic growth is driven by women”*

Economist April 2006

Women power

Women will be one of leading drivers of economic growth in coming years

More women graduate from colleges than men

Companies with women executives provide up to 35% higher returns

Women make up to 80% of all buying decisions

BUT WHY ARE...

Women less paid than men for the same work

Women only 4% of board members in local listed companies

Men are more than twice as likely to start new companies than women

65% of women owning large companies come from international companies
with “glass ceiling”



VIDEO1

HAS OUR TIME

WOMEN?



HOW WILL THE
21st
CENTURY BE?



WOMEN ARE THE ARCITECTS OF THEIR OWN FUTURE | JUNE 08 | DR. SVafa GRÖNFELDT

WHAT HAS CHANGeD?

Working hours have changes

Work and home life balance has changed

Consumer behavior has changed

Employee-employer relationship have changed

New “hot” vs “cold” skills



FREEDOM

TALOR MADE

ENJOYABLE

FLEXIBLE

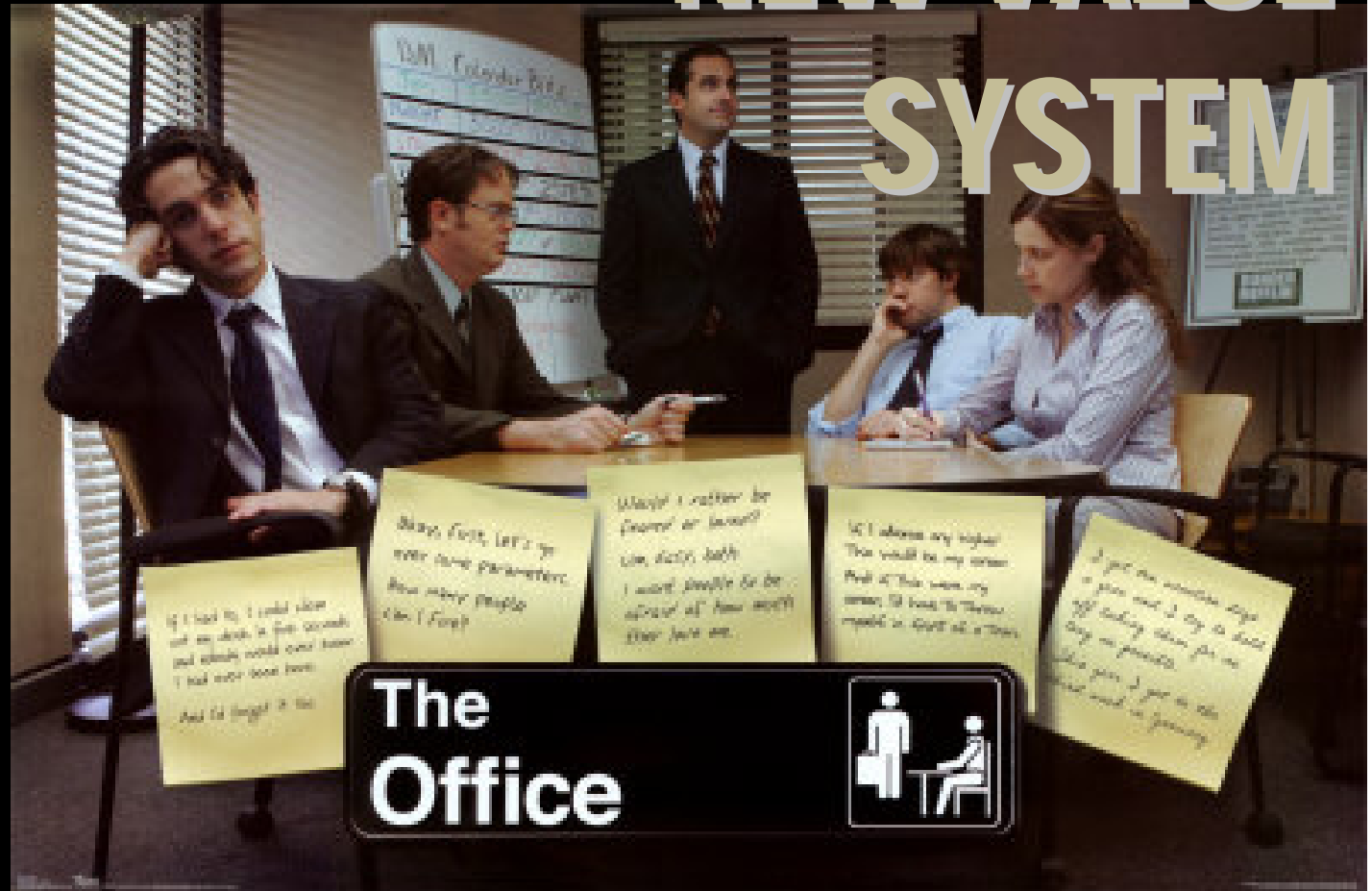
COOPERATION

NEW VALUE SYSTEM

SPEED

RESULTS

LEADERSHIP



create COMMUNITY CATE

NEW GENERATION

o CONNECT culture o NetGENERATION o
Beta culture o

Risk
Decision making
Prioritization
Conscientiousness
Optimism
Endurance

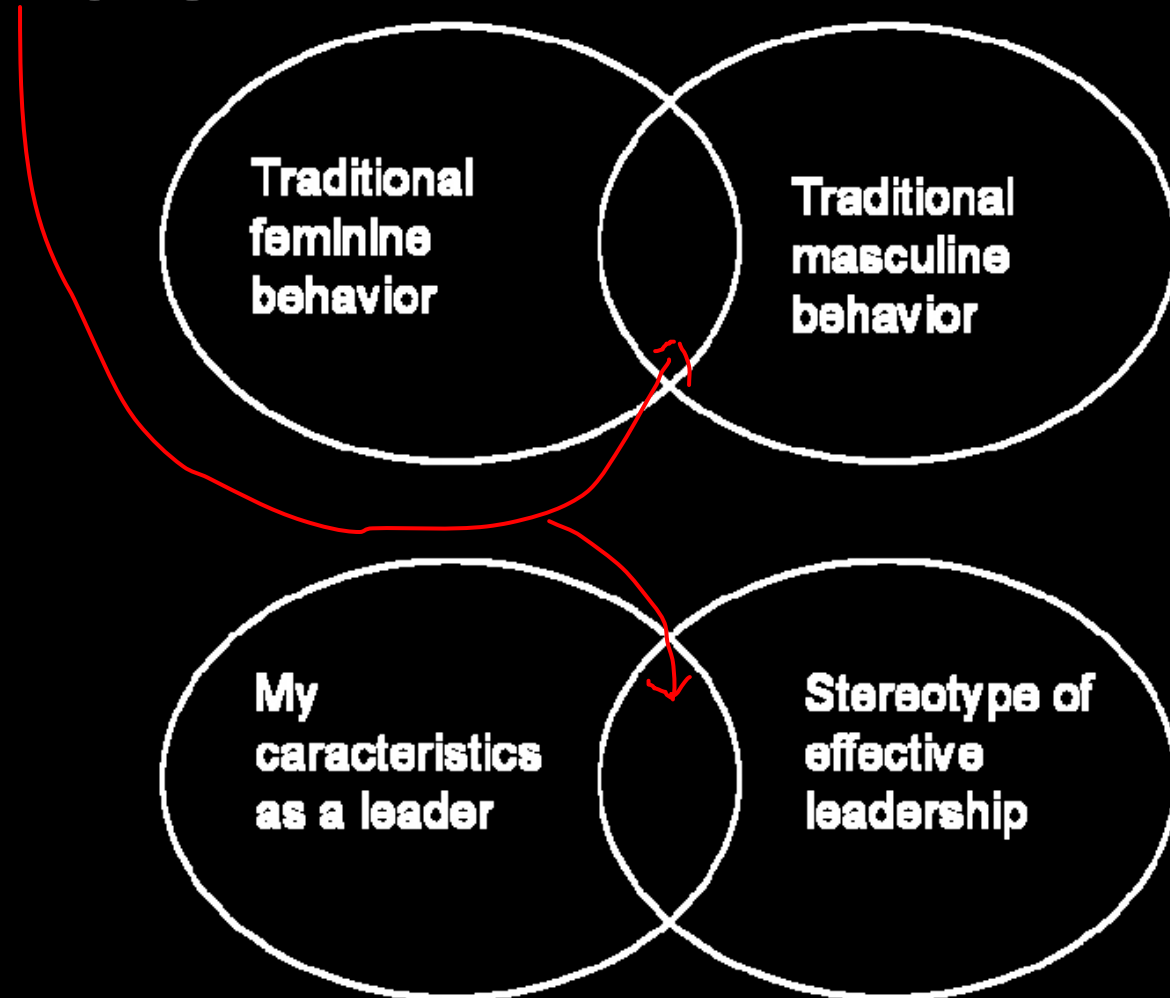
**DO WOMEN
HAVE OTHER
VALUES** towards...



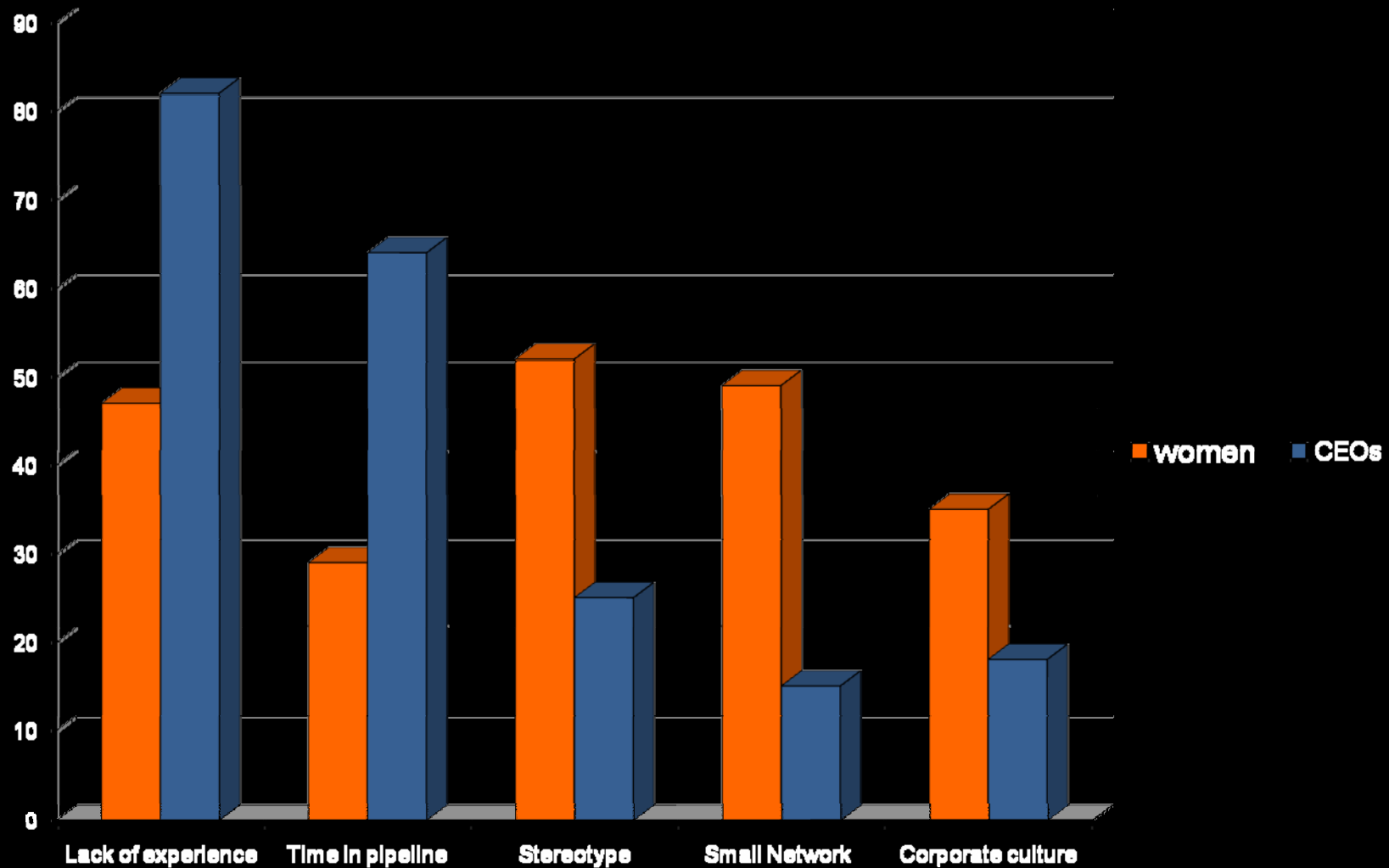
VIDEO2



theEYE OF APPROPRIATE BEHAVIOUR



What is stopping women?



YOU HAVE POWER


reward power

coercive power

legitimate power

referent power

expert power



Marketing and the power of women

Product
Position
Promotion
Price

RESEARCH SHOWS THAT
WOMEN ARE MOST
SUCCESSFUL WHEN THEY ARE
IN A GROUP, WHEN THEY ARE
AT PEACE, COOPERATIVE AND
CONFIDENT

IS LIFE FLASHING BEFORE YOUR EYES

ALL
YOU
NEED
IS?

All You Need Is Love" is a song written by John Lennon with contributions from Paul McCartney. It was first performed by **The Beatles** on **Our World**, the first ever live global television link. **Broadcast to 26 countries and watched by 350 million people**, the programme was broadcast via satellite on June 25, 1967.



There's nothing you can do that can't be done. Nothing you can sing that can't be sung. Nothing you can say but **you can learn how to play the game** It's easy.

There's nothing **you can make** that can't be made. No one you can save that can't be saved. Nothing you can do but **you can learn how to be in time** It's easy.

All you need is **love**, all you need is love, love...

There's nothing you can know that isn't known.
Nothing you can see that isn't shown.
Nowhere you can be that isn't **where you're meant to be.** It's easy.

All you need is love, all you need is love, All you need is love, love, love is all you need. All you need is love (all together now) All you need is love (everybody) All you need is love, love, love is all you need.



**PROGRESS
CANNOT
BE
STOPPED**

**LET COME and ENJOY
the ride**

