



# **It's All About Business!**

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Transforming Lives  
Empowering Women and Girls





# The Ideal Company

- Delivers healthy profits for shareholders
- Practices ethical and professional business
- Offers quality service at a competitive price
- Provides good jobs for educated people
- A family friendly workplace
- Operates in harmony with the environment
- Respected member of business and society
- Operated by men and women





# The Financial Outlook

Common measurements of success...

- Real-Estate/Housing ✓
- Inventory ✓
- Equipment ✓
- Time management ✓
- Capital/CAPEX/EBITDA ✓
- Business Network/Contacts 0
- Human Resources 0





# The Duties of Management

Utilize all available resources...

- Organizational structure, values and vision
- Infrastructure of business environment
- Human resources
- Education, experience and knowledge
- Business relations and social networking
- Diversity of staff and community





# A Direct Effect

*The impact of an increased number of women in management at Tal/Reykjavík City/Skýrr:*

Women at Skýrr today:  
# 33% of staff  
# 50% of group leaders  
# 60% of senior management

- ❑ Improved project management
- ❑ Better control of time management
- ❑ Further accuracy in forecasting
- ❑ Advanced resource utilization
- ❑ Better financial efficiency in operations
- ❑ Reflects society in gender equality





# Maximization of Profits

**Managers who fail to develop the strength of women are failing to perform their duties to shareholders/owners.**





# A Fertile Ground for Change

The reality of our business landscape

- ❑ The job market is volatile
- ❑ Turnover of staff is high
- ❑ Work-places are very dynamic
- ❑ Changes happen fast and unannounced
- ❑ The economy is (somewhat) unstable
- ❑ New is replacing old everywhere
- ❑ The ground is set for change
- ❑ Ample opportunities for action!





## The Ever-Present Negative Attitude

- This can't be done
- This will be very difficult
- This will take some/more time
- Better preparations are required
- "Let's start a discussion forum!"
- Lack of gender equality policy
- Women are not ready
- Women don't aspire to lead
- Women don't have time for extra responsibilities
- Who's going to take care of all the things at home?
- Etc.....





# The Task List

More women should “man” these jobs...

- CEOs of large corporations
- heads of government agencies
- members and chairmen of boards
- bank managers
- ministers and prime ministers



*Challenge the “old-boy networks” and give the men a taste of their own medicine!*





# Don't Hesitate – You Can Do It

- Accept challenges; aspire to lead**
- Don't hesitate; seize the day**
- Be open; look for opportunities**
- Trust your abilities, education and experience**
- Trust the judgement of the people looking to hire you or promote**
- You can do it!**



# ● ● ● | **Maximization of Profits**

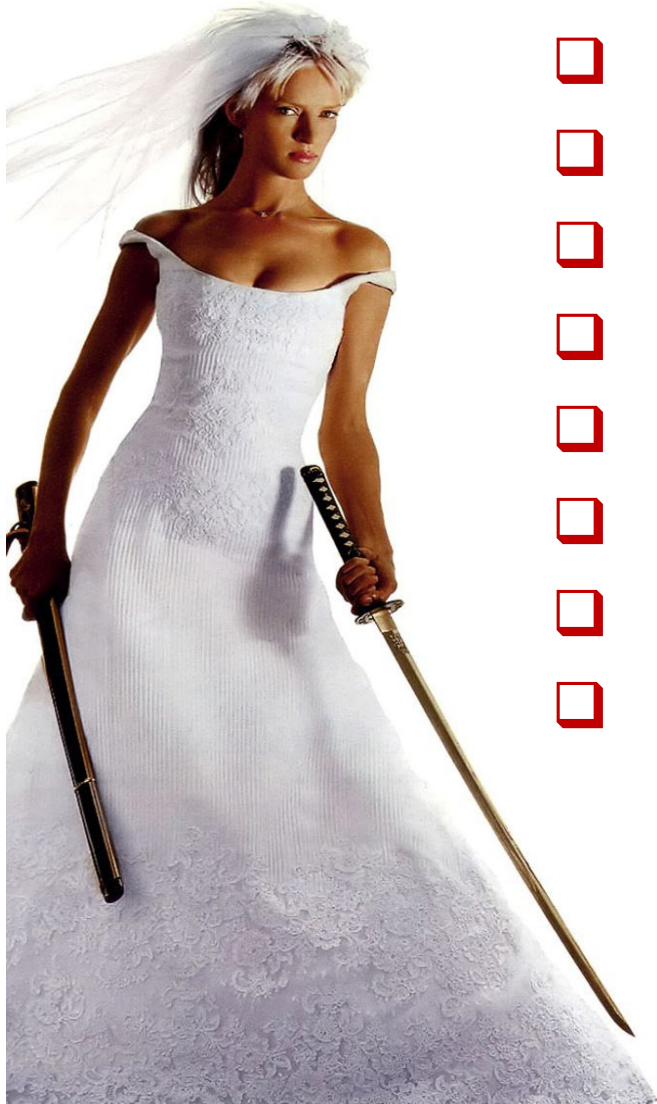
**The promotion of more women into top management is all about better business.**

**(But of course it's also about gender equality, fairness, ethics and all the other nice things...)**





## Action Now!



- Less talk. More action.**
- Encourage women to lead.**
- Support women who lead.**
- Promote women when possible.**
- The benefits are obvious.**
- It's all about profits.**
- It's all about business.**
- Just do it.**



••• **Thank you!**

