

WHY THIS IS STILL AN ISSUE IN 2019

Progress for BC women...

- » Women comprise 55.7% of post-secondary graduates.
- » They represent 47.3% of the workforce.
- » Women own 37% of small businesses in the province.
- » They hold 22% of available Top 50 company board seats.

MIND THE GAP

Yet, we clearly have more work to do...

- » Women get paid 22.6% less than men.
- » They make up 3% of trades, 20% of tech and 5% of CEOs.
- » Women receive less than 4% of venture capital.
- » There are more Fortune 500 CEOs named James than all female CEOs.

† View sources in the 2018 Event Summary at weforshe.ca



WE
FOR
SHE

Together, we will close this gap and create an equal future.

WE FOR SHE is a powerful movement that engages business leaders and young women to learn and discuss solutions to promote gender equality in the workplace and to inspire young women to be bold in their careers. Show your commitment to equality by sharing the 2019 Action Plan Priorities with your network.

HOW YOU CAN TAKE ACTION NOW

2019 BC Action Plan Priorities

Based on research, best practices and input from more than 5,000 people over the past five years, these are our 2019 priorities to advance gender equality.

Get resources to take action at weforshe.ca

**WE
FOR
SHE**



1. Promote & Advocate Diversity

1. Speak up! Step up! Act up!
2. Implement diversity policies and develop a pipeline of women.
3. Be flexible for families.
4. Incorporate diversity into schools and encourage girls in STEM.
5. Create safe environments.
6. Have tough conversations respectfully.



2. Champion Women

1. Take charge and learn to negotiate.
2. Be a champion, mentor, and role model.
3. Develop champions and advisors.
4. Invest in women-owned businesses.
5. Build a network and reach out for help.



3. Create Positive Mindsets

1. Be confident in your abilities.
2. Address stereotypes.
3. Recognize unconscious bias.
4. Share stories and images of women leaders.
5. Take risks and overcome challenges.



4. Activate Men

1. Engage men as critical partners.
2. Demonstrate the economic and societal benefits.
3. Share responsibilities at home and work.
4. Lead by example.
5. Offer concrete actions.



5. Measure Progress

1. Assess your current D&I policies and create a benchmark.
2. Track key metrics.
3. Share progress, including failures.
4. Share goals to stay accountable.
5. Invite feedback.
6. Celebrate achievements!

WE FOR SHE

Creating an Equal Future

November 16, 2018 | Vancouver

WE FOR SHE is a movement to grow the economic impact of women by promoting gender equality in senior leadership, on boards, for entrepreneurs, in the trades and in emerging sectors.

Launched in 2014 as the BC Economic Forum, today the annual WE FOR SHE event is one of the largest gatherings to advance gender equality in North America.



Share this snapshot and the WE FOR SHE Action Plan insert with your network to keep the movement going!

Organizing Partners



As we celebrate our fifth year of WE FOR SHE, we are blown away by the students, leaders and organizations in BC who are determined to speak up, step up, act up—and show up, in greater numbers every year.

We are at a turning point for change, as we move from awareness to action, and we each have a role to play in creating an equal future.

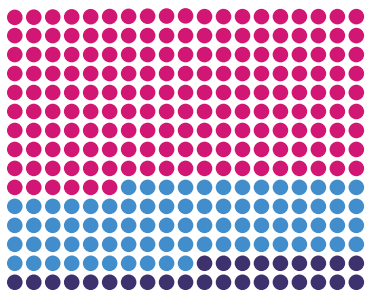
Together, we can accelerate diversity in BC!

*– Jill Earthy and Lois Nahirney,
WE FOR SHE Co-Chairs*



Year 5: Record Attendance

On November 16, 2018, a record 1,425 people united at the Vancouver Convention Centre for WE FOR SHE 2018. Over 5,000 students, business leaders, women's organizations, companies, experts, politicians, advocates and teachers have attended over the past five years.

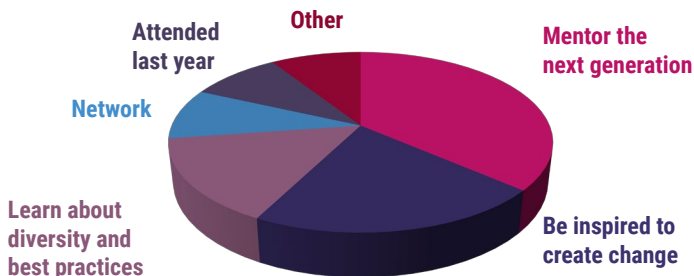


- Students & Teachers/Chaperones x 5
- Business Leaders x 5
- Event Champions x 5

32 Sponsors
& Partners

48 Schools

Why they attend



2018 Event Highlights

This year, key strategies of the WE FOR SHE Action Plan were brought to life in our program with keynotes, activities and table discussions to promote and advocate diversity, create positive mindsets, champion women and activate men.

- » **Speakers moved us** with stories of their perseverance, shocked us with stats, relayed lessons they've learned and pumped us up! Here are some of the takeaways:
 - » *Jake Stika, Executive Director, Next Gen Men*: Look for situations where men and women both experience bias; these are opportunities to **use empathy as a gateway to change**.
 - » *Tanya van Biesen, Executive Director, Catalyst Canada*: With the polarizing political environment and technology keeping gender issues in the news, **pause and reflect to make sure you're acting with a purpose**.
 - » *Tru Wilson and Levi Nahirney, Transgender Advocates*: What you believe to be **your weakness may be your gift**. Levi and Tru overcame adversity to educate their schools about transgender youth and implement inclusive policies.
- » **NextGen Leaders widened their horizons**, improved their confidence and connected with business leaders from a variety of industries in breakout sessions.
- » **Generations came together** to share personal stories, empower each other, provide mentorship and set priorities to advance women.
- » **Organizations demonstrated their support** for women in trades, STEM, entrepreneurship and professions in an interactive showcase.
- » **We each shared our newfound words of wisdom** on a post-it note, then brought them together to create a giant mural spelling out "Equality."

Visit weforshe.ca to watch videos of these keynotes, view the full Event Summary and download the 2019 WE FOR SHE Action Plan.



Attendees speak up

What needs to change in the workplace/schools to achieve an equal future?



What people want more of

The top 5 ideas for next year:

1. Increase time for table discussions.
2. Include skill building workshops for business leaders.
3. Facilitate speed mentoring between the generations.
4. Add pre-event resources for schools.
5. Invite more storytellers.

Visit weforshe.ca to continue the movement all year!