

# #BalanceforBetter

Hosted by: 30% Club Canada, Catalyst Canada, Canadian Gender and Good Governance Alliance

Proudly sponsored by: PwC

Held at the Globe and Mail Centre, our 2019 International Women's Day event gathered investors, not-for-profits, corporations and academia together to recognize this year's #BalanceforBetter theme, one that provides a unified direction to guide and incite continuous collective action. Check out our highlight reel [here](#).

The #BalanceforBetter podium featured speakers focused on celebrating progress and continued momentum. We were reminded of the shared vision and evolution of [30% Club Canada](#) and welcomed to the stage the new Co-Chairs: Louisa Greco, Partner, McKinsey and David Pathe, President & CEO, Sherritt International who spoke about the progress made for women on boards and in C-Suites on TSX 250 listed companies in Canada. Louisa and David endorsed the critical efforts of the [Canadian Gender and Good Governance Alliance](#), an unprecedented partnership that has produced two critical joint initiatives, the [CEO Blueprint](#) and the [Director's Playbook](#). The new Co-Chairs encouraged 30% Club Canada members to create change within their organizations by leveraging the Alliance toolkits and spoke about the importance of the engagement of men in this conversation.

Our #IWD2019 audience next welcomed PwC Canada CEO, Nicolas Marcoux, & Diane Kazarian, Managing Partner, GTA, PwC Canada who shared what PwC is doing internally to move the dial on gender-balanced leadership and their immense support for the HeForShe campaign.

The celebration continued with calls to action from leaders of the Canada-United States Council for Advancement of Women Entrepreneurs & Business Leaders, intermixed with unique stories of putting those actions into practice, as they accelerate gender-balanced leadership across Canada. Facilitated by [Catalyst Canada's](#) Executive Director, Tanya van Biesen, the panel featured: Annette Verschuren, Chair & CEO, NRStor Inc., Linda Hasenfratz, CEO, Linamar Corporation, Deborah Gillis, President & CEO, CAMH Foundation, and Tina Lee, CEO, T&T Supermarkets Inc. The dialogue included concrete and actionable steps meant to spark change and create momentum, including these key takeaways:

1. **Leadership matters.** We need bold leaders who walk the talk; who hold themselves and their executive teams accountable; who set targets that are measured and leveraged to propel their actions.
2. **Private sector needs to take the lead.** Change needs to be driven by the private sector and procurement is one example of an area where industry can immediately have an impact.
3. **Bias is real.** Men are promoted based on potential, but women are promoted based on performance. For women entrepreneurs this means the door is closed to opportunity unless someone is prepared to take a risk. [Join the bold new campaign launched by Catalyst #Bias Correct to tackle unconscious gender bias in the workplace.](#)
4. **Focus on the progress.** By highlighting the positive milestones achieved and momentum we are gaining, we are far more likely to inspire others to support our progress.
5. **Sponsorship is a business imperative.** If we get sponsorship right, we will have a better talent pool and that begins with normalizing the sponsorship of women.

We also welcomed to the stage Founder, Shari Graydon of [Informed Opinions](#), an organization with a goal to bridge the gender gap in Canadian public discourse by 2025. Shari unveiled the new Gender Gap Tracker, a new real-time tool aimed at measuring women's voices in the media. And after highlighting the unbalance of women's perspectives in media, she pointed to Informed Opinion's ExpertWomen database and encouraged women to engage.

Finally, Camilla Sutton, President & CEO, Women in Capital Markets took the stage with closing remarks, urging the audience to pledge their actionable commitment. Some highlights from the pledges include:

- Hold yourself accountable to driving a measurable change this year
- Amplify the voices of women
- Sponsor at least one woman
- Integrate inclusion and diversity into business strategy
- Intentionally build diverse teams
- Help advance research. For example, participate in McKinsey's confidential survey on gender diversity policies and programs by reaching out to [womenmatter\\_canada@mckinsey.com](mailto:womenmatter_canada@mckinsey.com)
- Encourage your board to use board ready lists

The event closed by welcoming guests to visit the booths of our community partners to find out how they could support and be a catalyst for change and progress in our 30% Club Canada member organizations. Our community partners included: [How She Hustles](#), [#movethedial](#), [G\(irls\)20](#), [Hackergal](#), [Women of Influence](#), [My African Corner](#), [Informed Opinions](#), [HeForShe](#), [30% Club Canada](#) & the [Alliance](#).

We wish to thank our incredible and insightful participants for the critical [#BalanceforBetter](#) discussion and remarks, our [#IWD2019](#) audience for their continued support, and our generous event sponsors, PwC.

Together, we continue to [#BalanceforBetter](#).



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