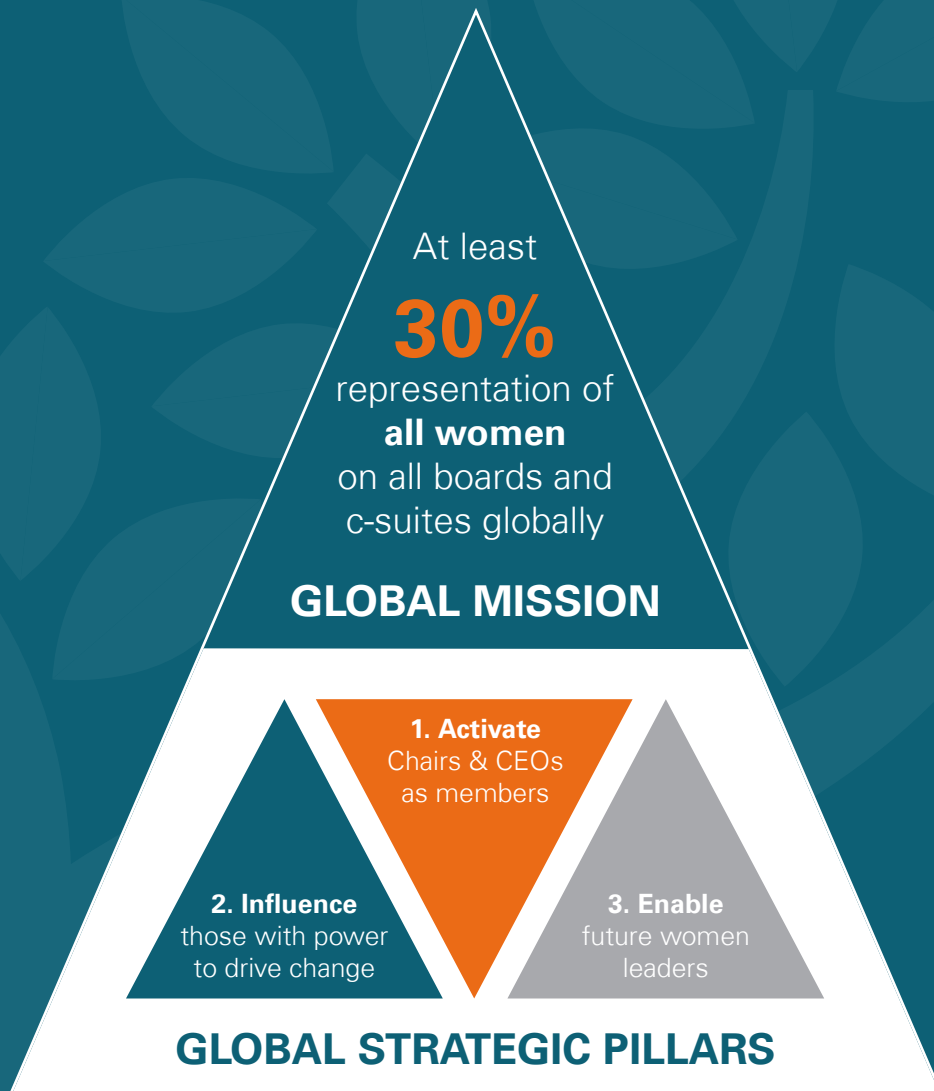




**2021 a year to focus  
on the fundamentals**



## The Ask of our Members

### Advocate

Lend your name to the 30% Club campaign in your corporate capacity and signal to both the public and to your organisation that you support gender balance as a business imperative.

### Lead

Embed gender balance in your business strategy and use your influence to bring about change within your senior leaders, your organisation and your business sector.

### Measure

Implement transparent reporting on gender diversity at senior management level and actively consider setting and publishing voluntary gender targets.

### Feedback

Provide feedback on issues of policy to us so that we may best represent the voice of business at a national level.

### Best Practice

Adopt and actively promote 30% Club Codes of Best Practice as your organisation standard e.g. Executive & Board Resourcing Code.

### Support Talent

Encourage your organisation to participate in 30% Club initiatives designed to focus on future talent, including cross company mentoring, scholarship programmes and other initiatives.

### Be involved

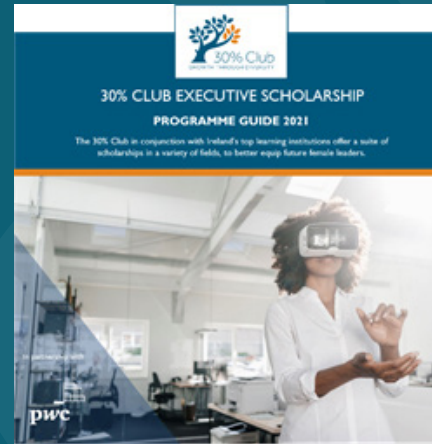
Nominate a senior business leader to actively represent you and your organisation as a Council Member - attending meetings, contributing to progress and embedding the message within your organisation.

### Help us Help you

Collaborate on the ongoing campaign through sharing of learnings and initiatives, hosting events, supporting deliverables from our industry working groups and contributing to their development.

## 2021 – a year to focus on the fundamentals achieving 30% gender balance on boards, and at c-suite tables across Ireland

|   |  |
|---|--|
| <p><b>ACTIVATE</b><br/>Engaging Chairs &amp; CEO's as members</p> | <p><b>CONNECTING WITH SENIOR LEADERS</b></p> <ul style="list-style-type: none"> <li>• Continuing to grow our member base and gather the support of senior leaders across Ireland</li> <li>• Engaging with existing members and driving additional support through our industry working group partners</li> <li>• Linking members across global 30% Club membership</li> </ul>                                |
| <p><b>INFLUENCE</b><br/>Those with power to drive change</p>      | <p><b>SUPPORTING A GLOBAL CAMPAIGN, FOR IRELAND</b></p> <ul style="list-style-type: none"> <li>• Develop a new agenda for government engagement, including EU opportunities, to maintain focus and prioritisation</li> <li>• Continuing to build alliances and collaborate with other business networks driving change</li> <li>• Building a voice for Ireland as part of the global 30% campaign</li> </ul> |
| <p><b>ENABLE</b><br/>Future Women Leaders</p>                     | <p><b>CHANGING THE NUMBERS AT THE TOP</b></p> <ul style="list-style-type: none"> <li>• Focusing on talent pipeline initiatives with a specific emphasis on supporting more women into senior roles</li> <li>• Supporting businesses in identifying key talent to fill board roles and opportunities</li> </ul>   |



## New Industry Groups

Welcoming our Tech Group joining Pharma, Public Sector, Professional Services Firms, Financial Services and Food & Drink

## April 2020

After a short break, all 30% Club activity moves to virtual with strong support of industry working groups

## Network 30

3 successful events held for our collaboration forum for leaders of gender networks in member organisations

## February 2020

Hosting our Chair/CEO conference, together with the first Global 30% Club gathering welcoming 18 chapters from around the world

## 14

Premier education partners providing **31 scholarships** for executive education

## Action to Learning

### **9 Masterclasses**

completed by Financial Services, Food & Drink and Pharma groups, on a virtual platform. All based on topics raised via working group industry research

## STEM Interns

16 virtual student placements in member organisations for our DCU Teacher STEM Intern Programme for summer 2020 – despite lockdown constraints

## Mentoring

30% Club / IMI mentoring programme moves to virtual and tops 1,200 participants, representing 300 organisations

## 267

Organisations now registered as supporters of the 30% Club

## June 2020

30% Club launches a global strategy campaign incorporating the best of all chapters – Ireland joins the strategy group to drive future global planning

## Creating the Link between Diversity ...

2 Successful Council Events, hosted by members, focusing on the diversity link to Artificial Intelligence and Sustainability

## Senior Talent

Second Board Ready programme in partnership with Deloitte – 25 participants

## Women in Leadership

Fifth and final year Survey completed in association with Ibec & DCU

## Research for Action

'Counting for Progress' unique research on Diversity in Professional Services in Ireland

## September 2020

Balance for Better Business Report 3 – shows improvement in gender balance at 22.4% on listed boards, and 27.4% for ISEQ20

## Stay Connected, Informed, Engaged

For more information:

[30percentclub.org/about/chapters/ireland](https://30percentclub.org/about/chapters/ireland)

@30percentclubie

