

## TESTIMONIALS

*"...engaging, thought provoking and has stayed with me since. It left participants in no doubt as to the urgency and importance of promoting women into leadership. I have dipped in and out of the references provided a number of times since taking the course. Overall, a day well spent!"*

**Noreen Gumbo, Programme Leader – HIV & Gender Equality – Trocaire**

*"...an extremely informative and valuable day. There are still inherent behaviours and choices made by both men and women that can limit a woman's career path. As somebody in a leadership position, the Double X workshop highlighted some positive changes I could make to my own behaviour and also to reassess how to facilitate more women into leadership positions."*

**Joanne Horgan – Director - Vizor Ltd**

*"..my expectations were exceeded as the workshop was absolutely brilliant....I've developed an action plan to realise my full potential and I am astounded how my confidence level has grown since taking part in the course....."*

**Sonja Ferguson – Marketing Manager – Festo Ltd**

*"Mary employed a very inclusive approach, appealing to many different styles of learning or discussing. She covered a lot of ground in a calm, safe but thought-provoking & challenging environment and engaged the audience throughout, using different techniques."*

*I recommend this workshop as it's a very positive 360 approach to the subject and offers many levels and approaches to solutions."*

**Sarah Romoli - Business Engagement Manager Western Europe – Microsoft**



# Double

## X

### "Including All Your Talent"

#### 1 Day Workshop

### Objectives & Target Audience

Workshop to raise awareness among managers about

- The business case for gender balance & inclusion
- The barriers to talent optimisation, including stereotyping, unconscious bias & limiting beliefs
- How to address these barriers
- Exploring & developing action plans to implement gender inclusion and talent optimisation in your business.

### Format

The programme comprises a 1 day workshop. Participants will have the option of follow-up group or individual coaching sessions, at an extra cost, to support them in delivering on their action plans.

### Workshop Learning Outcome

By the end of this workshop, participants will be able to

- Articulate a business case for more gender balanced organisations
- Recognise barriers to women's progress in the workplace
- Identify an action plan to move them closer to ensuring that all their people can flourish in the workplace

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*"I was delighted to have the opportunity to participate in the Double X workshop. It was an extremely informative and valuable day. The structure and Mary's style of facilitation allowed everyone to learn key facts about gender equality in the workplace while also providing some building blocks to apply in our own careers. Although the participants were from different backgrounds and working in different industries, it was surprising how many common themes and shared experiences surfaced. There are still inherent behaviours and choices made by both men and women that can limit a woman's career path. As somebody in a leadership position, the Double X workshop highlighted some positive changes I could make to my own behaviour and also to reassess how to facilitate more women into leadership positions."*

**Joanne Horgan – Director - Vizor Ltd**

*"Just a few lines to say how much I enjoyed the DoubleX workshop. I found it extremely interesting and motivational and your approach was fun and professional. I have already put some of the advice to good use. It's definitely something I would recommend all women and businesses pay attention to, not only for the personal benefits it gives to me as a woman in business, but also this training and information could really help companies add value by using their most valuable assets "people" in a way that gets the best results all round. Excellent"*

**Kelly McAtarsney – Director – Protec Machinery Ltd**

## The issue

Women continue to be hugely underrepresented at management and executive level. Research indicates that female talent is underestimated & underutilised due to **stereotyping**. It also shows that women need **to perform significantly better than their male counterparts to be seen as equally competent. Women & men behave & communicate differently** – for example: Women underestimate how good they are; Women don't ask & they don't publicise their achievements & aspirations. For men, there is a positive **correlation** between **success & likeability**, for women, the opposite tends to hold true.

### About "Double X"

Double X offers a series of programmes promoting Gender Balance in the workplace as a Business Opportunity. Our mission is:

- To **incentivise** and **empower** decision makers to achieve **greater gender balance** in leadership teams
- To **empower** women to reach their **full potential** in the workplace.
- To **engage** men in the conversation about Gender

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## Why it matters

Society is **missing out** on the opportunity that gender diversity at all levels offers. Numerous studies indicate a **positive relationship** between the number of women at senior level & **organisational performance**. Inclusion of women brings a **fresh perspective** and given that 80% of **consumer decisions** are now made by women, involving women makes sense. Women demonstrate more **transformational leadership**, & this is connected with greater effectiveness.

Feeling **underutilised & underestimated** can reduce motivation & performance. **Retention** of valuable female employees is a problem for both organisations and the economy. A recent study shows Ireland to be one of the worst performers globally for talent mismatch. We can't attract enough people into growth areas so it doesn't pay to disincentivise half the population by not ensuring that they have opportunities for growth.

Studies estimate that matching female to male **employment rates** in developed countries would **increase GDP** by 5% & reduce the predicted **shortfall** of workers in Europe in 2040 from 24m to 3m.

Finally, given that **60% of graduates** in developed countries are now women, under-utilisation of that resource represents an extraordinary **waste of talent**.

