

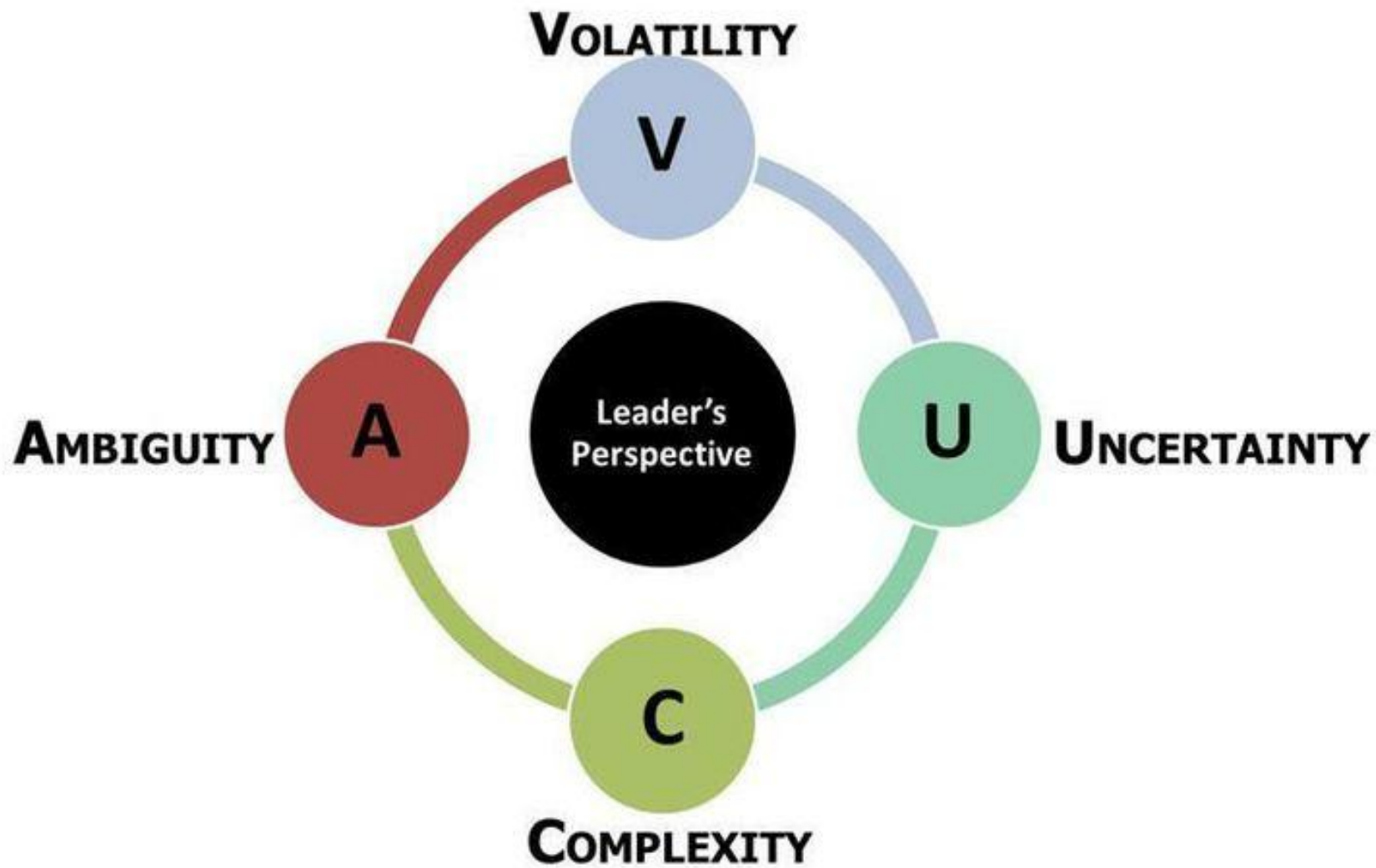
# Leading in a Globalized World: Challenges Women Face



Laura E. Bailey  
World Bank, Armenia

## Armenia's Challenges and Opportunities

- Think global, and don't forget about Asia
- Confront the existential demographic challenge – outmigration, low birth rate, gender inequality
- Evolve and diversify your economy creatively
- Move beyond a dependency on charismatic individual leadership and into collective action
- Create a national economic narrative that builds on survival but doesn't stop there



# In a VUCA World, What Should Leaders Do?

## Leading Through VUCA

Speaking / Listening	<b>Be Direct</b> in complex situations  Transparency in information communicated and received will gain mutual trust and collaborative efforts.	<b>Be Understandable</b> in ambiguous situations  Clarity in purpose, direction, and responsibilities will empower others.
	<b>Be Reliable</b> in volatile situations  Follow through on what is said and agreed to will accelerate positive momentum.	<b>Be Trustworthy</b> in uncertain situations  Invest in people, keep teams engaged, involve partners, seek to understand, speak to be understood, act with respect always.
Philosophy / Values		



LEADERSHIP  
**BELONGS TO THOSE**  
WHO TAKE IT

-SHERYL SANDBERG

DO ONE THING EVERY DAY  
THAT SCARES YOU.

- ELEANOR ROOSEVELT

**#SHARETOINSPIRE**

I ALWAYS DID SOMETHING  
I WAS A LITTLE NOT READY TO DO.  
I THINK THAT'S HOW YOU GROW.

-MARISSA MAYER #SHARETOINSPIRE



THE MOST COURAGEOUS ACT  
IS STILL TO THINK FOR YOURSELF.

**ALOUD.**

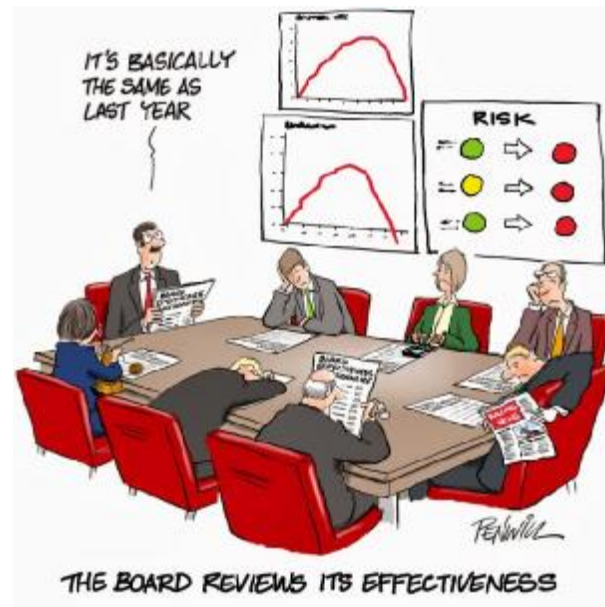
COCO CHANEL

# In a VUCA World, What Should Women Leaders Do?

## Importance of Self-Understanding

Our self-concept is influenced by:

- Culture, race & ethnicity
- Gender
- Sexual orientation
- Family of origin
- Spirituality
- Values
- Stress & demand



“(Engagement is) a heightened **emotional connection** that the employee **feels** for his/her organization, that, in turn, influences him/her to apply additional **discretionary effort** to his/her work.”

The Conference Board  
“Employee Engagement in a VUCA World,” 2011



**Problem solving**



**Analytical thinking**



**Pattern sensing**



**Meaning making**



**Networking**



**Exception handling**



"WHEN YOU'VE WORKED HARD, AND DONE WELL,  
AND WALKED THROUGH THAT DOORWAY OF OPPORTUNITY,  
YOU DO NOT SLAM IT SHUT BEHIND YOU.  
YOU REACH BACK." - MICHELLE OBAMA #INSPIREWOMEN

Lois J.

# #WomenShould

what the Autocomplete function online tells us  
about where we are, and how far we have to go  
and

what challenges women leaders face in a globalized world

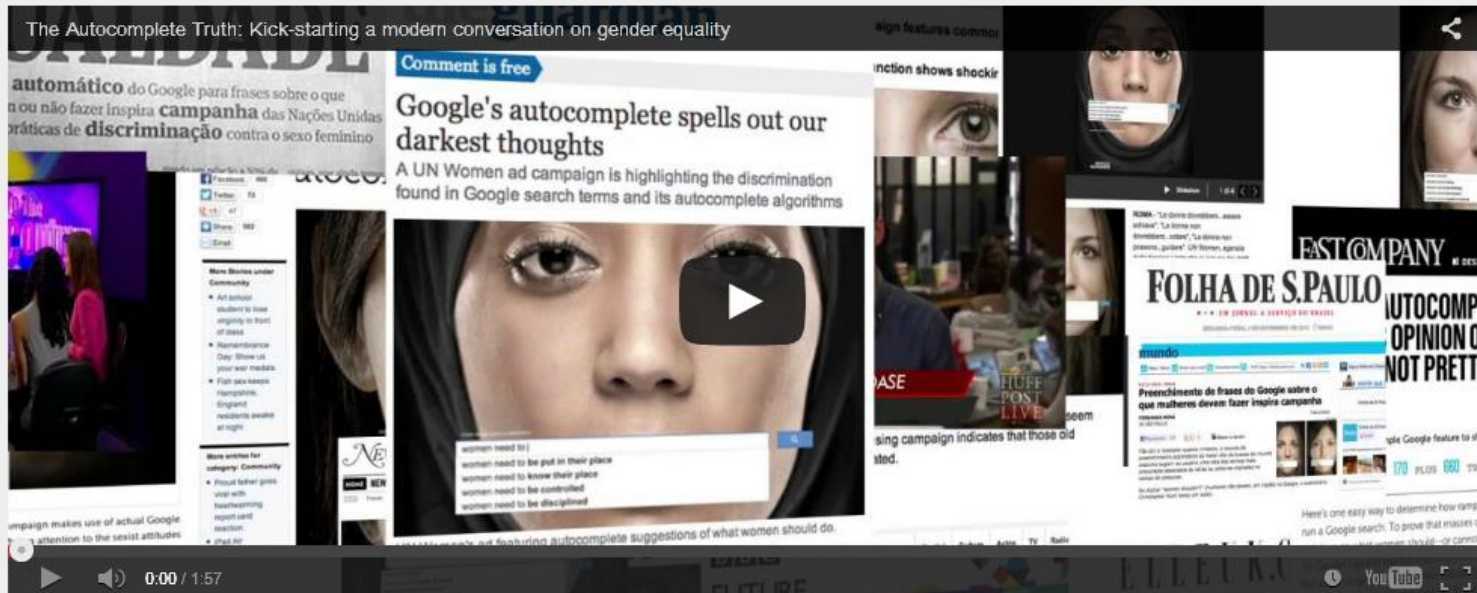




Memac Ogilvy & Mather Dubai

# THE AUTOCOMPLETE TRUTH

*THE AUTOCOMPLETE TRUTH*



## What is the Autocomplete Truth?

A series of ads, developed as a creative idea for UN Women by Memac Ogilvy & Mather Dubai, uses genuine Google searches to reveal the widespread prevalence of sexism and discrimination against women.

Based on searches dated 9 March, 2013 the ads expose negative sentiments ranging from stereotyping to outright denial of women's rights.

See more at:

<http://www.unwomen.org/en/news/stories/2013/10/women-should-ads#sthash.0tmRZdwF.dpuf>



# Memac Ogilvy & Mather Dubai





<https://www.youtube.com/watch?v=kFd9ppXoudI&feature=youtu.be>