



McKinsey&Company

McKinsey Academy
Unlocking the
Potential of Women

Program Overview

Overview of Unlocking the Potential of Women

Six week digital experience to empower both male and female business leaders to recognize and deliver the full potential of women in the workplace



Seven online, action-oriented lessons taught by distinguished business leaders, noted academics and McKinsey experts



Interactive with realistic exercises, guest lectures and peer conversations



Build personalized action plans for change

Explore:

- Business case for change
- Key success measures
- Potential challenges women disproportionately face
- Concrete actions to take to improve the development and advancement of women in the workplace



Insights and perspectives

Draws on progressive research, practical experience, and engaging perspectives from distinguished leaders across diverse backgrounds

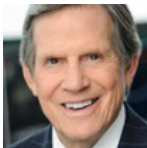


Taught by McKinsey experts who have researched how companies thrive by helping women succeed



Augmented with digital guest lectures from noted academics and industry leaders

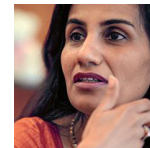
Guest speakers



Peter Grauer
Chairman, Bloomberg



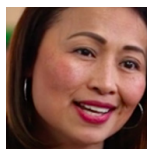
Dr. Shelley Correll
Professor, Stanford University



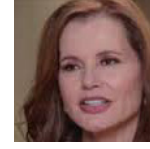
Chanda Kochhar
CEO, ICICI Bank



George Halvorson
Former CEO, Kaiser Permanente



Sheila Lirio Marcelo
CEO, Care.com



Geena Davis
Academy Award Winning Actress



Dominic Barton
Global Managing Director, McKinsey & Company



Dan Henkle
Former SVP of Human Resources, Gap Inc



Eric Kutcher
Director, McKinsey & Company



Marianne Cooper
Author and Professor, Stanford University



Pat Gelsinger
CEO, VMware

Curriculum snapshot

Across 7 lessons, the course covers...



1: The case for change

Articulate your company's business case for women; understand the current statistics and performance trends; draw inspiration from leading companies and leaders



2: Solve it as a business problem

Evaluate the challenges and successes at your company; use facts to identify where in your pipeline to focus; intensify data transparency and accountability; explore barriers from policy to mindsets



3: Fill positions with top talent

Improve your company's recruiting practices to bring in the best and brightest women; reduce unconscious bias in your hiring and promotion decisions



4: Set talent up for success

Prepare new talent for a successful career; develop onboarding and mentoring practices; address critical soft skills, such as confidence, grit and resilience; establish effective promotional and developmental practices



5: Thrive at mid-level

Enable mid-level women to succeed; make sponsorship stick; address strategies for thriving amidst life altering moments that change family and personal perspectives



6: Senior and still rising

Understand what a "level playing field" for female senior leaders means; address the influence of unconscious bias in how men and women perceive female leaders; create structural measures to address promotion and succession planning



7: Take action

Develop a practical action plan for your company, learning from what other companies have done and do; tailor your plan to your company and team level goals; prioritize where to focus and what practical Monday morning actions you and your team can take; commit and act

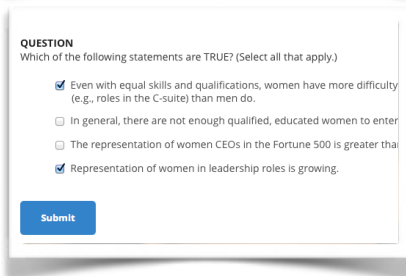
Distinctive Features

McKinsey Academy leverages a distinctive digital platform to engage, teach and motivate



Augmented video content

Featuring faculty, guest speakers, actors, and concept illustration videos to help engage the participants



Interactive exercises and feedback

Immediate, response-contingent feedback enables richer learning and provides guidance on where to go to learn more



McKinsey TA guidance

McKinsey consultants serve as teaching assistants, providing distinctive engagement and guidance



Performance metrics

Rich learning experience incorporates ground-breaking techniques in adaptive learning and game mechanics



Social learning

Group projects and community discussion forums drive collaboration with peers across industries and geographies



Deep insights into your company

Polling, discussion forums, and personal reflection facilitate a better understanding of the starting point at your company



Participant Feedback:

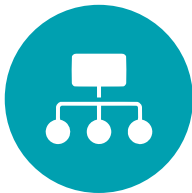
“I have found the course to be excellent. It has helped me to rethink my approach with my team and the way in which I interact with my bosses.”

“... issues this course raises are absolutely important and everyone should receive training regarding them.”

“The action-oriented foundation of the course is excellent and I appreciate the multiple opportunities to actively think about the ideas being discussed and apply them to my situation.”

BENEFITS

Program participation benefits both the individual and the organization



Value to Your Organization

- Improve business performance by empowering all employees to be better team players and people leaders
- Raise attraction and retention rates by creating a culture where both women and men thrive at every level
- Increase the return on your investment in gender diversity initiatives through more targeted, impactful interventions



Value to Participants

- Make a difference; be a part of the solution to developing future women leaders
- Be a more inclusive and effective leader by learning how to get the most out of your talent
- Equip yourself with the skills and capabilities to take effective, concrete actions

www.mckinseyacademy.com

To sign up or for more information: women@mckinseyacademy.com