



Being Me

Catherine Hall
GM Marine, Shell Chemicals

**So how are
you making
a difference?**



HOW TO THRIVE

“to grow or develop well or vigorously. Flourish”



Love my job



Become comfortable with,
and then relish, being
different

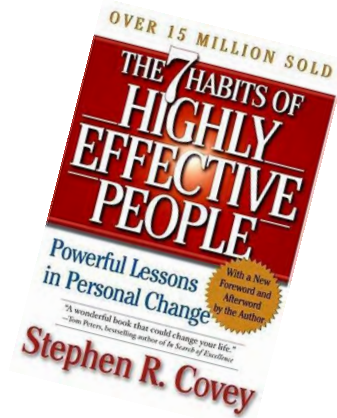
BE REAL – BE BOLD

KNOWING OURSELVES



“Strength lies in differences,
not in similarities”

Stephen Covey



“...succeeding *because* I’m different,
not in spite of it”

Beth Brooke, EY

FT no.2 OUTstanding Leader 2016



PERSONAL BRAND

“Your personal brand is what people say about you when you’re not in the room”

Jeff Bezos, Amazon

1. Outward appearance/ personality/ opening words



2. Personal Assets: skills, experience, knowledge

PROUD of what you know : **Open to Learn**

3. Your Values: what matters to you



WHAT MATTERS TO ME

“For people to feel comfortable and confident to fully use their talents and achieve their full potential”

Diversity means
all the ways
we differ



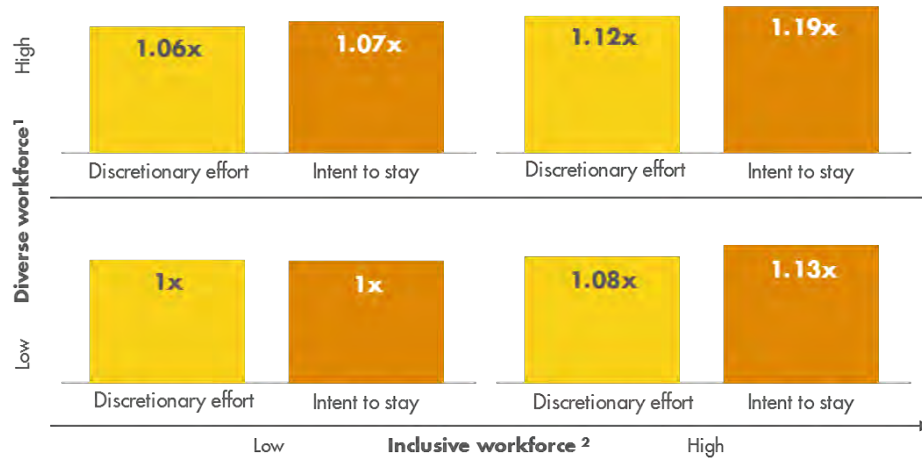
Diversity

Inclusion



Inclusion means
creating a working
culture where
differences are
valued

Diversity & Inclusion drives Financial performance, Employee productivity & Innovation



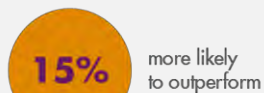
¹ "Diverse workforce" is defined by the extent to which employees agree that "Diversity is well represented in my organisation"

² "Inclusive workforce" is defined by the extent to which employees agree that "Divergent perspectives are valued in my organisation"

Source: The Corporate Executive Board Company (2013)

DIVERSITY'S DIVIDEND

What's the likelihood that companies in the top quartile for diversity financially outperform those in the bottom quartile?¹



Gender-diverse companies

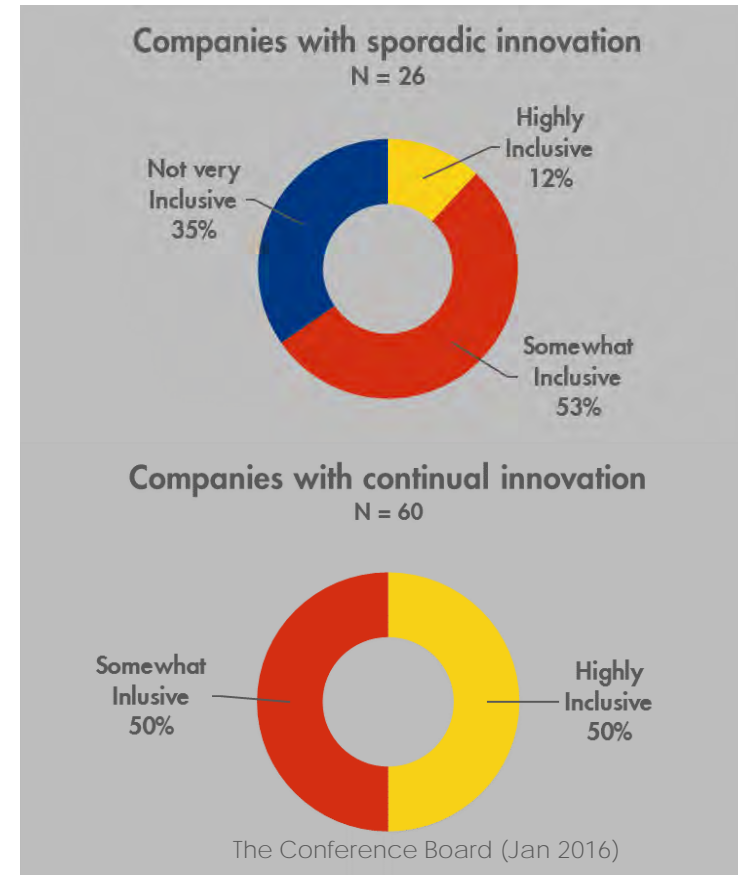


Ethnically diverse companies

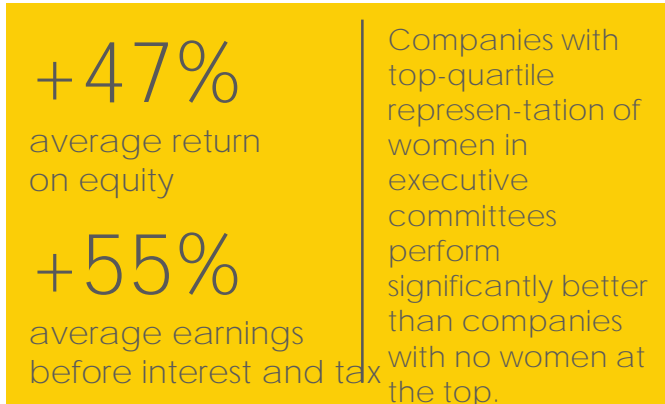
Source: "A diverse leadership yields higher earnings". ISS White Paper January 2016

Companies with the most diverse leadership

- 12.6% higher profit margin than companies with the least diverse leadership
- 5.7% high profit margin than competitors in the same sector



Gender balance MEANS Business...



Women Matter, McKinsey (2012)

Aon Hewitt – Top Companies for Leaders™

“Companies who had a greater number of female successors to the CEO pool had a significant impact on profitability”

“Senior leaders drive a culture of inclusion”

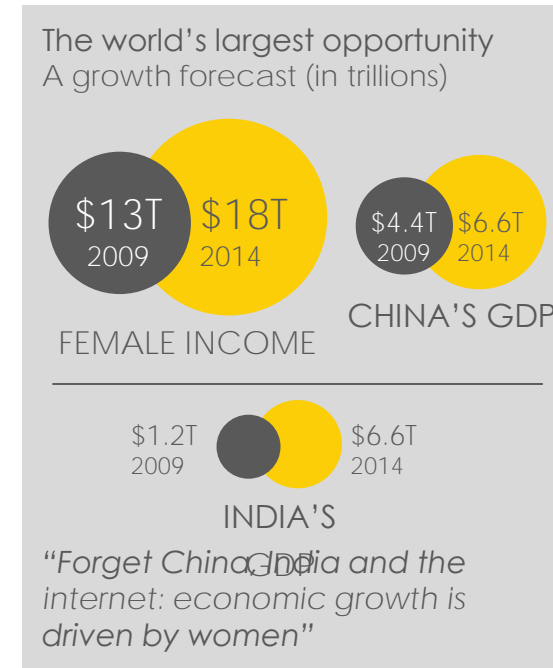
Aon Hewitt Top Companies for Leaders® (2015)



The World of Work, McKinsey (2012)



¹ Credit Suisse: CS Gender 3000 (2014)



The Economist (2014)

How do we make it real?



Summary of 8 tips to achieve inclusive leadership

Find
Something
You Love

Enjoy
Learning

Have a
Goal

Be Real

Be Bold

Want to
Succeed

Have
Empathy

Know Your
Purpose