



Johanna Zeilstra & Joan Toth
Gender Fair

Developing and Practicing Inclusive Leadership to Build More Effective and Resilient Businesses, Organizations and Teams

ENHANCE YOUR EMPLOYEE ENGAGEMENT SKILLS FOR THE FUTURE.

Gender Fair Executives Johanna Zeilstra and Joan Toth present "Developing and Practicing Inclusive Leadership to Build More Effective and Resilient Businesses, Organizations and Teams."

Learning Outcomes:

- Identify the "What & Why" of unconscious bias and its impact on the work environment
- Model inclusive behavior through examples and case studies
- Explore solutions designed for action and behavior change
- Recognize how to leverage bias "interrupters"
- Explain the importance of being an "upstander," not a "bystander"

At A Glance

Leader Level	HR Professionals
Date	February 28, 2022
Length	2 Hours, 11am-1pm EST
Format	Zoom, Live & Interactive
Takeaways	HR Certificate in Employee Engagement HR Re-Certification Credits



The use of HRCI's official seal confirms that all the Webinars in AFEE's Signature Program have met HR Certification Institute's® (HRCI®) criteria for recertification credit pre approval. AFEE is also recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities.

An Online Program Hyper-Focused on Employee Engagement



ABOUT THIS WEBINAR

Developing and Practicing Inclusive Leadership to Build More Effective and Resilient Businesses, Organizations and Teams

Consumers want to be able to shop based on their values, now more than ever. Employees are more motivated by—and loyal to—companies that take positive action. Investors understand that diverse companies perform better than their peers. Donors want to make sure that the causes they support are aligned both externally, on their mission, as well as internally, in their organizations. They all want to support companies that are committed to fairness, and they won't settle for messaging alone – they demand demonstrated commitment.

Many companies are stepping up, doing more and doing better when it comes to equality and diversity. They hear their customers, employees, and other stakeholders and are taking action, and ready to be more transparent on their progress.

During this interactive webinar, participants will learn strategies and practical skills that will help them become more inclusive leaders and unlock inclusion in their teams.

Learning Outcomes

- Identify the “What & Why” of unconscious bias and its impact on the work environment
- Model inclusive behavior through examples and case studies
- Explore solutions designed for action and behavior change
- Recognize how to leverage bias “interrupters”
- Explain the importance of being an “upstander,” not a “bystander”

ABOUT JOHANNA ZEILSTRA

Johanna is an established business strategist and an accomplished leader for both start-ups and global corporations. Over the past two decades, she has worked at PricewaterhouseCoopers and JPMorgan Chase, and with over a dozen client corporations, including Delta Airlines, Sony Pictures Entertainment, Philips, Lucent, Disney, Bank of America, and Occidental Petroleum. Her career has led her to work in Canada, China, Indonesia, France, and The Netherlands. She acts as a coach to senior executives on boards and top teams and has a passion for supporting and advancing women leaders.



Johanna currently runs Gender Fair, a platform that uses data analytics to determine an organization's progress towards diversity and inclusion. Companies that are certified Gender Fair have best-in-class fairness practices. Some of those rated organizations are: MasterCard, Microsoft, Kellogg's, American Express, Bank of America, Citi Bank, Facebook, Google, IBM, JP Morgan, Walt Disney, Johnson & Johnson, Procter & Gamble, etc.

Prior to Gender Fair, Johanna co-founded GiveBack, an innovative platform that makes it easy for companies to build authentic and impactful cause marketing, workplace giving and other social responsibility initiatives. GiveBack was launched on the Oprah Winfrey Show during her final season in 2011.

Johanna is originally from the Netherlands and educated in Canada where she earned an undergraduate degree in Sociology and a Master's degree in Business Administration. She resides in Westchester, NY, where she runs the Women Entrepreneurs Network and serves on several boards, including the CEO Forum and The Women's Business Collaborative.

ABOUT JOAN TOTH

Joan Toth is a purpose-and-performance-driven leader with extensive experience in diversity, equality and inclusion (DEI) work and leadership roles in both for-profit and nonprofit organizations. Joan approaches DEI as a business imperative and value driver. She has led research and data-driven solutions to drive change and improvement in all facets of diversity, including gender, race/ethnicity, generational/millennial, LGBTQ, and diversity of thought. She spearheaded the "It's Time" movement for gender equality in the retail and consumer goods and services industry.



Joan currently leads the ChIPs Network, an organization of more than 4000 female intellectual property lawyers in technology and policy. Joan is an active advisory board member for Gender Fair, the first metrics-based certification program that measures companies on their fairness practices in leadership roles, employee benefits, advertising images, and philanthropy.

Joan also is a noted speaker and trainer on topics like Inclusive Leadership, Unconscious Bias, Coaching Senior Leaders for DEI Success, and many others. Joan is often tapped as a coach, mentor, and advisor to individuals and companies alike. She has provided strategic guidance in revenue development, governance, programming, membership and other facets of nonprofit leadership.

She was the founding president and CEO of the Network of Executive Women (NEW), the premier women's leadership community in the retail and consumer goods and services, from 2002 – 2016. NEW's mission is "To advance women, grow business and transform our industry's workplace through the power of our community." Under Joan's leadership, NEW grew from a start up to more than 10,000 members, 100+ corporate partners, and 21 regional groups across the US and Canada.

Live, Online & Interactive

An interactive learning journey that includes live online intensive experience and a network that lasts a lifetime.



ENGAGE

Our online learning experience is interactive and allows plenty of opportunity for breakout rooms, Q&A and discussion.

APPLY

Ms. Zeilstra & Ms. Toth will provide tangible tools to take your skills to the next level. For an optimal experience, participants are encouraged to complete a learning assessment at the conclusion of the program, a pre-requisite to receive Continuing Education Units and/or HR re-certification credits.

NETWORK

Following the live learning experience, participants will join our International Community of Leaders Club, a global network of business leaders and AFEE alumni. Participants are also invited to join AFEE's subsidiary, the **International Foundation for Women's Empowerment (IFWE)**.



About the American Foundation for Educational Excellence

The American Foundation for Educational Excellence (AFEE) is a United States-based organization whose mission is to help corporations, organizations and educational institutions pursue excellence. AFEE seeks to improve leadership skills, managerial competencies and educational programs, namely through face-to-face and online trainings. AFEE is headquartered in Virginia, USA, where it has developed professional working relationships with global government and business leaders, and some of the best professors from Ivy League universities.



Nada M. Salem
President/CEO

AFEE's President and CEO, Nada M. Salem, is a passionate educator with extensive experience in leading academic institutions in the United States and abroad. She co-created and co-taught a methods course for teachers at GW Graduate School of Education. Ms. Salem holds a teaching diploma, a master's degree in education, and has successfully completed courses towards a doctorate in curriculum and instruction. Additionally, she holds an Executive Certificate in Public Leadership from Harvard University. Ms. Salem formerly served as an administrative director and Assessment of Learning Coordinator for AACSB Accreditation at the GW School of Business. In September 2019, Ms. Salem was selected as a WOMAN LEADER by the University of Maryland's Kahlil Gibran Chair for Values and Peace. She is a member of the Marquis WHO'S WHO® list of prominent business professionals.

Register for Our February Program

Let us take you to the future of business. Email us at info@foundationforeducation.org or call +1-202-445-5777.



www.foundationforeducation.org/HRLeadership

