

# Women's Innovation Network (WIN)

People are talking



### Innovation is just the beginning

Zurich's Women's Innovation Network (WIN) is aimed at creating insights into business success while providing networking opportunities with accomplished colleagues and industry experts.

### Everyone at Zurich is invited

While women are the main audience, men are also welcome to get involved, as many issues affect both. The group is open to all current Zurich employees.

Zurich's WIN has membership at our Corporate Center in Zurich, Switzerland, in more than 40 locations across North America, and in over 25 countries around the world. WIN events often offer live online participation from Zurich offices across North America.

“Being part of WIN is the best thing I've done since joining Zurich. I enjoy being part of the events and I feel a sense of purpose outside my day-to-day work.”

#### Countries of WIN members

Argentina	Morocco
Australia	Netherlands
Austria	Portugal
Brazil	Singapore
Canada	South Africa
Chile	Spain
Denmark	Sweden
France	Switzerland
Germany	United Arab Emirates
Hong Kong	UK
Ireland	USA
Italy	Venezuela
Mexico	

As of July 2013

# Why WIN?

## Because WIN is a win for everyone

Male or female, junior or senior staff, new to the industry or seasoned veteran – WIN is an association of all individuals who share a common goal.

We want to build a better workplace – one that rewards merit and accomplishment above all else, regardless of gender.

## Cracking the code

In athletics, in the arts and anywhere you look in the business world, every successful individual has a story like this one: “When I was just starting out, if only I’d known....”

The way to accelerate career development is to learn the things that successful individuals already know.

And the way to accelerate enterprise development is to share the things that have built success in the past as widely as possible.

Knowledge tends to remain hidden until it is asked for and shared. That’s why WIN exists — it’s an exchange of ideas and a web of relationships.

## 7 trends that change the leadership landscape

1

### Financial performance positively correlates with women on the board

Companies with the most women board directors, especially those with three or more, had better financial performance than those with the fewest women board directors.<sup>1</sup>

2

### Job performance trumps gender bias

Joint evaluations by both male and female employees for senior level positions could be key to overcoming gender bias and stereotypical notions in hiring managers.<sup>2</sup>

### Leadership characteristics are evolving

Women were found to excel at 15 of 16 individual leadership characteristics, as judged by their peers, subordinates and managers. The variation between women and men increased as individuals gained seniority.<sup>3</sup>

3

4

### Mentoring for moving up

Women are more likely to use a mentor as a sounding board where men are more likely to ask for a mentor’s help in career planning. More men are discussing the next level with their mentors, and more women are discussing the status quo.<sup>4</sup>

5

### Flexible roles at home

Many powerful women are receiving significant help — to the point of social role reversal — more and more often to help them achieve work-life balance.<sup>5</sup>

6

### Four out of ten households are headed by female breadwinners

A record 40% of all households with children under the age of 18 include mothers who are either the sole or primary source of income for the family. The share was just 11% in 1960.<sup>6</sup>

7

### Women are good for business

Retaining and promoting women in middle management is a key leverage point to helping women reach their full economic potential — not only for themselves, but for the economy as a whole.<sup>7</sup>

1. *Why Diversity Matters*, Catalyst Information Center, July 2012.

2. *When Performance Trumps Gender Bias: Joint versus Separate Evaluation*, Harvard Business School, Bohnet, Van Green, Bazerman, 2012.

3. *A Study in Leadership: Women Do it Better Than Men*, Jack Zenger and Joseph Folkman, 2012.

4. *Reinvent Opportunity: Looking Through a New Lens*, Accenture 2011.

5. *Behind Every Great Woman*, Bloomberg Businessweek, 2012.

6. *Breadwinner Moms*, Pew Research, May 29, 2013.

7. *Unlocking the Full Potential of Women in the U.S. Economy*, McKinsey Consultants, 2011.

# Success begins with a mindset

The path to success begins with clarity of attitude and purpose. WIN's objective is to promote professional development along a three-step pathway:

## Engage

Before people can influence one another, there must be a first encounter. WIN brings people together to ignite that initial exchange of ideas and to build the potential for future productive relationships.

## Energize

Once the spark is ignited, acceleration begins. Encouraging and energizing ourselves and others is the engine that drives leadership. Once they have successfully networked, WIN members break down barriers both internal and external to help achieve new levels of success.

## Excel

Mindset and behavior are keys to success – both in business and in life. By realizing their potential, WIN members can take action to help advance their professional development, improve their levels of satisfaction and knowledge, and make positive and lasting contributions to the enterprise as a whole.

“I am grateful to be part of WIN – and proud to work for a company that recognizes and embraces the importance of women in the organization.”



# Questions about WIN?

Q

**Is WIN for women only?**

A

No. The achievement of business success profoundly affects men and women both at the workplace and at home. Women are wives, mothers and daughters, and every man with a commitment to fairer playing fields for everyone, regardless of gender, is invited to join WIN. To build a more collaborative and inclusive professional environment, we invite everyone.

Q

**How does WIN benefit our business partners?**

A

WIN is a proof point of Zurich's commitment to innovation in the workplace. The existence of WIN demonstrates our values and our approach to all business, including all business with our partners. We value performance, regardless of its source, above all else.

Q

**Is WIN membership for Zurich employees only?**

A

Yes. WIN was created to establish a common platform for professional development within Zurich in North America.

Q

**What is the strategy behind WIN?**

A

WIN seeks to advance personal and professional development by enabling a culture of sharing. We aim to proactively make new connections between individuals in advance of when they will be needed — so WIN members will have the ability to reach out to the right people when the occasion arrives. Because we network more experienced leaders and mentors with junior members, WIN seeks to improve the close rate on good ideas and effective practices.

Q

**Can people outside of Zurich participate in WIN?**

A

Yes. WIN hosts specific events to which our business partners are invited. Customers and brokers can meet with WIN members to share ideas, listen to industry-related guest speakers, and much more. Your Zurich contact will let you know when the next event will take place.

Q

**What do we hope to achieve with WIN?**

A

WIN seeks to build professional engagement. We seek to maximize the intellectual capital that lies dormant within our employees of both genders. And we seek to encourage closer and more productive collaborations between men and women at all levels of the enterprise.

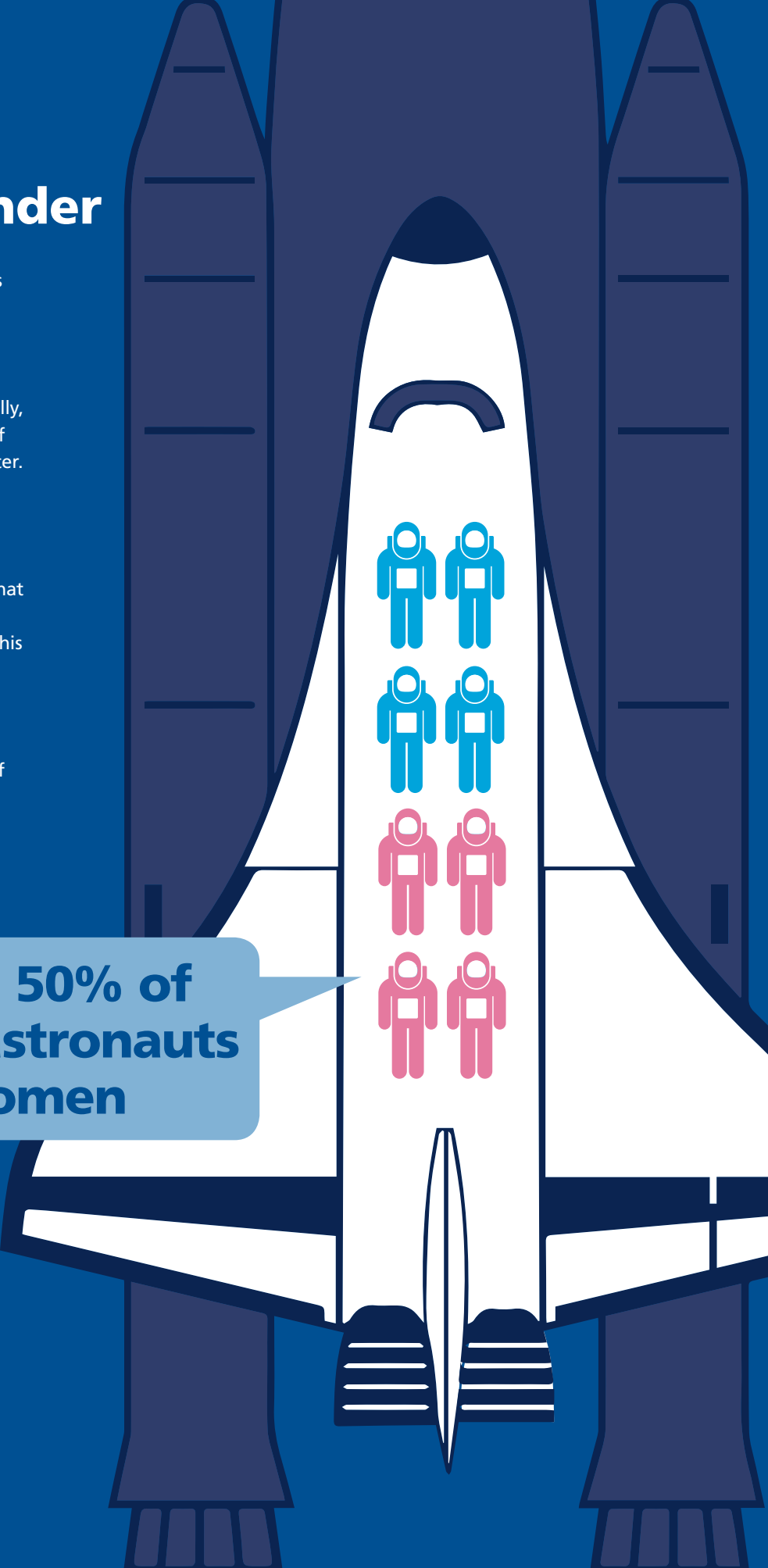
# Skill has no gender

NASA announced that of the eight astronauts enlisted for 2013, four are women.<sup>8</sup>

“This year we have selected eight highly qualified individuals who have demonstrated impressive strengths academically, operationally, and physically,” said Janet Kavandi, director of Flight Crew Operations at Johnson Space Center.

“They have diverse backgrounds and skill sets that will contribute greatly to the existing astronaut corps. Based on their incredible experiences to date, I have every confidence that they will apply their combined expertise and talents to achieve great things for NASA and this country in the pursuit of human exploration.”

The message is clear: When performance is a matter of life or death, skill is what matters most. The net result is that the composition of every type of workplace grows ever closer to the composition of the population.



**NASA: 50% of  
2013 astronauts  
are women**

“ I like what WIN is committed to and stands for. ”

# Get going!

## Are you a leader? Prove it!

Get involved with WIN, and help us shape the future of Zurich North America.

For more information about WIN, including upcoming events and how you can get involved, email [USZ\\_North\\_America\\_WIN\\_Group](mailto:USZ_North_America_WIN_Group)



Find out more at [www.zurichna.com/win](http://www.zurichna.com/win)

### For members

Find WIN on Channel Z, in "Our people" site by clicking "Women's Innovation Network"

**LinkedIn group:** Zurich Women's Innovation Network

### For non members

If you would like to learn more about WIN, attend a future meeting or participate as a speaker, please email us at [win@zurichna.com](mailto:win@zurichna.com)

“ Fellow males, **get onboard**. The closer that America comes to fully employing the talents of all its citizens, the **greater its output** of goods and services will be. We've seen what can be accomplished when we use 50% of our human capacity. **If you visualize what 100% can do, you'll join me as an unbridled optimist about America's future.** ”

WARREN BUFFETT<sup>9</sup>

8. NASA, June 19, 2013.

9. Warren Buffett is bullish... on women, Fortune Magazine, May 20, 2013.

**Zurich**

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