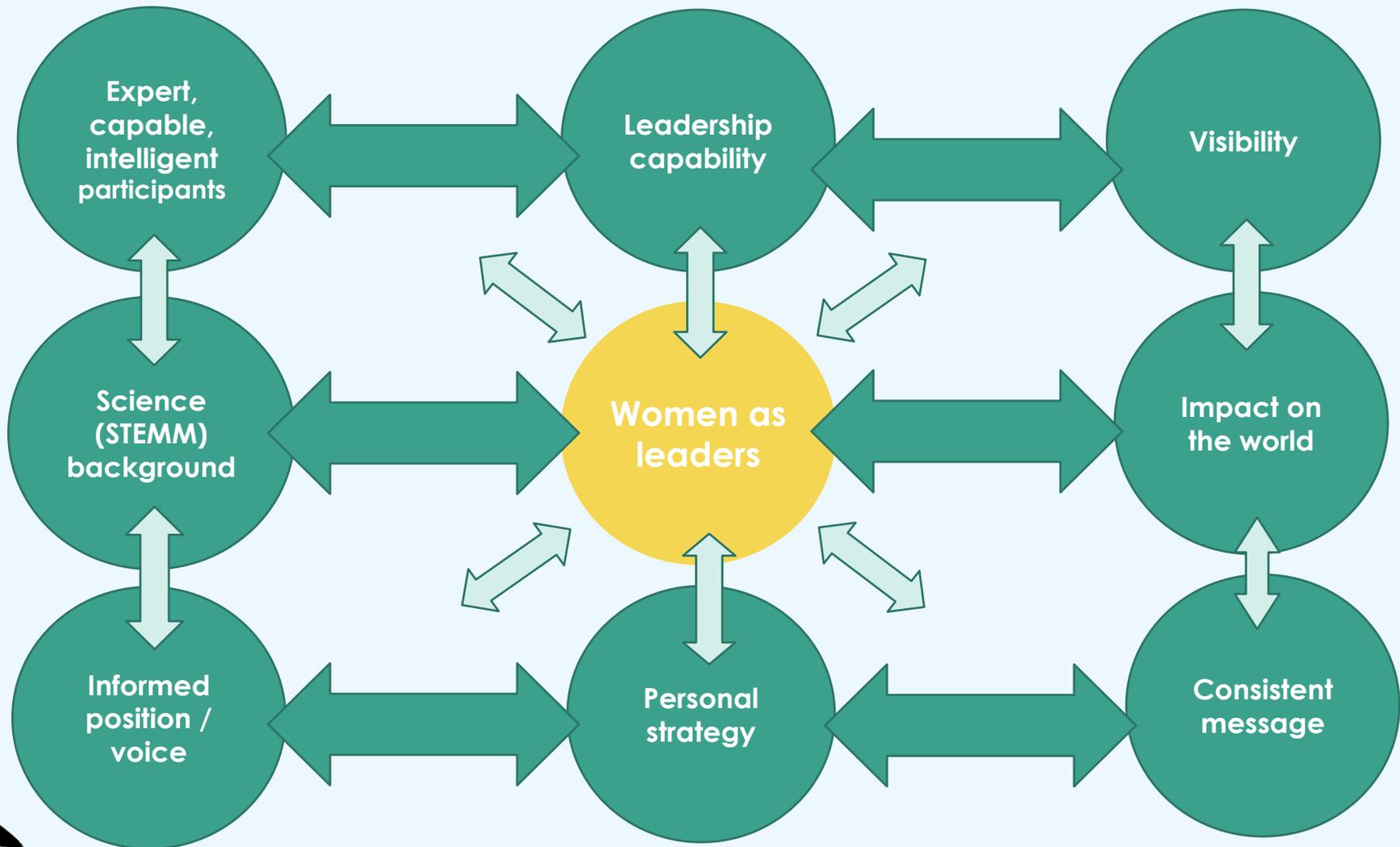


THE PURPOSE AND LINKS IN HOMeward BOUND



HOMeward BOUND'S INTERLINKED PURPOSE AND STRATEGY



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WHY WOMEN AS LEADERS

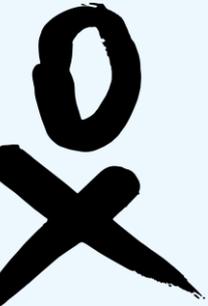
Emerging research (*DDI, McKinsey, Zenger & Folkman, Hay Group*) suggests women are more:

- Inclusive
 - Collaborative
 - Legacy mindset
 - Trusted with assets (money and people)
-
- These assets are needed in leadership at this time
 - Where women lead in greater numbers, these characteristics are more evident in all leaders; organisations perform better
 - Evidence would increasingly suggest these assets will make material difference to the sustainability of our future



WHY SCIENCE (STEMM)

- Evidence based and multi-faceted
- Fosters collaboration
- Informs the future of our planet
- Informs us of how we need to change our actions to answer our most pressing problems



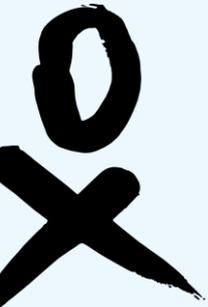
WHY SCIENCE (STEMM) PARTICIPANTS

- Credentialed experts
- Recognised for their knowledge, education, intellect
- Known capability to tackle complex issues
- Experts who seek facts and solutions
- Reflective thinkers
- Bring significant individual and collective knowledge and networks to inform key issues



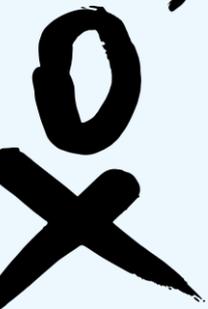
WHY IMPACT ON THE WORLD (VERSUS THE INDIVIDUAL)

- 'We' matter over 'I' at this time in our evolution
- Women bring a collective predisposition
- The world needs leaders with a legacy mindset
- The scale of challenges facing Earth require collaboration at all levels, in all fields, by all people



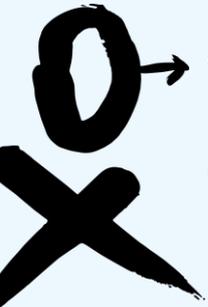
WHY LEADERSHIP CAPABILITY

- Build a clear sense of intentional leadership - 'why bother' leading
- Understand our values (what's important to me / us) – know what we stand for and how to protect it
- Understand how our stories (self talk) can help or hinder us
- Create whole-of-life approach to leadership, pivotal to women's health
- Identify the challenges women face and how we might address them



WHY VISIBILITY

- Without visibility we cannot change the path we are on
- Visible to ourselves (what I want)
- Visible to each other (what we want)
- Visible to the worlds we choose to influence (what we / I can do)
- Research shows visibility is often the most important factor for the advancement of women into leadership roles, particularly in STEMM industries
- We rely on the collaboration between visibility and science to alert the world to the risks and solutions to the future of our planet



WHY PERSONAL STRATEGY

- Strategy translates the future into the present
- A personal strategy map makes transparent and pragmatic an individual's intention
- The mapping process turns intention into action
- The strategy map links the 'why' of all women's leadership to HB's strategy and supports each woman in making the right choices around how she spends her time
- Women understand how to prioritise the whole-of-life and not its parts



AN INFORMED POSITION AND VOICE

- Value and apply cognitive and intuitive insights* as practical leadership and decision-making tools
- Experienced at logical progression / thinking / analysis
- Reach a shared position based on emerging facts and truths
- Share common intent and individual expertise / ability to execute

* What many call 'intuition' or 'trusting your gut', neuroscience tells us is actually processing lots of 'data' from complex sources and experiences



A CONSISTENT MESSAGE

- Homeward Bound creates a shared platform
- We support women to learn about / explore leadership
- We address gender issues
- We collaborate on global issues of concern
- What 'we' do amplifies what 'I' do
- We are consistent in our messaging – to ourselves, each other, to families, communities, workplaces and ultimately to a global audience as it arises

