

INCLUSIVE LEADERSHIP STARTS AT THE TOP

WHY THIS TRAINING MATTERS FOR BUSINESS LEADERS



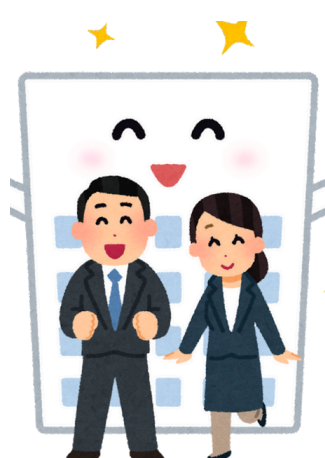
GENDER EQUALITY ISN'T JUST A SOCIAL ISSUE
— IT'S A LEADERSHIP ISSUE.

INCLUSIVE WORKPLACES ARE MORE
INNOVATIVE, PRODUCTIVE, AND RESILIENT. BUT
GENDER INEQUALITY PERSISTS IN HIRING,
PROMOTION, CAREGIVING POLICIES, AND
LEADERSHIP ACCESS.

IF YOU'RE IN A POSITION OF POWER, YOU'RE IN A POSITION TO CHANGE THIS.

WHY YOU SHOULD CARE

- ✓ **BETTER PERFORMANCE:** COMPANIES IN THE TOP QUARTILE FOR GENDER DIVERSITY ARE 25% MORE LIKELY TO OUTPERFORM ON PROFITABILITY (MCKINSEY, 2020)
- ✓ **LEGAL COMPLIANCE:** UNDERSTANDING GENDER DISCRIMINATION HELPS REDUCE LIABILITY AND ENSURE YOU MEET NATIONAL AND EU EQUITY STANDARDS
- ✓ **ATTRACTING TALENT:** GEN Z AND MILLENNIAL PROFESSIONALS EXPECT EQUITY-FOCUSED LEADERSHIP — THEY CHOOSE WORKPLACES THAT LIVE THEIR VALUES
- ✓ **REPUTATION & BRAND:** INCLUSION IS KEY TO CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE GROWTH



YOUR ROLE AS A LEADER

- 🕒 **MODEL INCLUSIVE BEHAVIOR**
- 📋 **REVIEW & REFORM WORKPLACE POLICIES**
- 👏 **CHAMPION SHARED CAREGIVING PRACTICES**
- 🗣️ **SUPPORT CAREER PROGRESSION FOR ALL GENDERS**
- 👑 **SET THE TONE — AND THE EXPECTATION — FOR EQUALITY**



REAL-WORLD IMPACT

"AFTER PARTICIPATING, I REALIZED HOW BIASED OUR
INTERNAL PROMOTION MATRIX WAS. WE'RE NOW PILOTING A
GENDER-BALANCED REVIEW PANEL."



WHAT YOU'LL GAIN FROM THE VR BALANCE TRAINING

- 👁️ **AWARENESS:** SEE HOW SUBTLE GENDER BIASES INFLUENCE EVERYDAY DECISIONS — FROM PARENTAL LEAVE TO PERFORMANCE REVIEWS
- 🎯 **STRATEGY:** IDENTIFY GAPS IN YOUR HR AND LEADERSHIP PRACTICES AND EXPLORE INCLUSIVE POLICY DEVELOPMENT AND FLEXIBLE WORK MODELS
- 🎮 **EXPERIENCE:** USE IMMERSIVE VR SIMULATIONS TO DEVELOP EMPATHY — A CORE SKILL FOR MODERN LEADERSHIP
- 🗣️ **ACTION:** JOIN THE CONVERSATION. SHAPE THE FUTURE OF EQUITABLE WORKPLACES.

17 JUL UPCOMING VR BALANCE WORKSHOPS

- WORKSHOP 1: GENDER STEREOTYPES IN CAREGIVING
- WORKSHOP 2: GENDER DISCRIMINATION & ECONOMIC INEQUALITY AT WORK
- WORKSHOP 3: VR SIMULATIONS OF REAL-WORLD BIAS
- 📋 **FORMATS:** IN-PERSON WORKSHOPS
- 📞 **CONTACT YOUR INSTITUTIONAL LIAISON TO JOIN**
- 🔗 **OR SCAN HERE TO SIGN UP → [INSERT QR/LINK]**

PROJECT INFO

VR BALANCE: ADVANCING GENDER EQUITY IN WORK AND HOME LIFE
THROUGH VIRTUAL REALITY
CO-FUNDED BY THE EUROPEAN UNION
PARTNERS:
UNIVERSITY OF BARCELONA | SOCIAL INNOVATION FUND (LT) | WOMEN
ENTREPRENEURSHIP FOUNDATION (PL) | METAMEDICSVR
🔗 **LEARN MORE:** [INSERT PROJECT WEBPAGE]
✉️ **CONTACT:** [INSERT PROJECT CONTACT EMAIL]