

IMPACT F: IMPACTING THE ROLE OF WOMEN

Company name : BANQUE DE LUXEMBOURG

Activity sector : Activités financières et d'assurance

Company category : Grande Entreprise

Description of the action

Impact *f* encourages women to take responsibility and recognize that they have assets to bring to the company and for the company's benefit.

Context

Setting up a personal development seminar. The programme focused on raising awareness of women's ambitions and desires, the obstacles they encounter or put in their own way, and the challenge presented by the Business Case. The seminar resulted in a very personal action plan for each woman.

Objectives

Make women aware of the role they can play and give them concrete tools for their personal and professional development.

To create a women's network.

Approach

The process has been initiated with women managers as they also represent role models for the younger ones. The seminar was then offered to young women with potential (groups of 10).

Impact

Enthusiasm and great appreciation from the women for the opportunity to step back. Good understanding of the richness of diversity and willingness to take an active role in moving the company forward. Spontaneous creation of an affinity network.

« To do »

In order to create a real group spirit and to encourage networking between women, organize the seminar in a residential setting.

« Not to do »

Do not talk about quotas... it's scary. It is about personal development so that every woman can develop her full

potential at all levels.