

Lift

Leveraging the Impact of Female Talent

FOCUS ON ACTION

Advertising Supplement to *Columbus Business First* • July 17, 2020



SESSION 1 - JULY 14

Power to Transform Inside Out

Keynote Address
by Mary Stutts



SESSION 2 • JULY 28

Improvisation for
Building Awareness
and Action: Identify.
Improvise. Initiate.

Brooke Cartus,
ImprovEdge



SESSION 3 - AUG. 11

**PANEL
DISCUSSION**
Led by Cardinal
Health CEO
Mike Kaufmann

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WELCOME LETTER FROM COLUMBUS BUSINESS FIRST

WOMEN IN HEALTHCARE SYMPOSIUM: RAISING GENDER PARITY AWARENESS

On Tuesday, July 14, *Columbus Business First* kicked off our third annual "Lift Symposium: Leveraging the Impact of Female Talent" event in partnership with the Columbus Chapter of the Healthcare Businesswomen's Association (HBA).

The Lift Symposium showcases the important topic of advancing gender parity in the workplace and the role it plays in improving business performance and fueling our economic engine.

Since 1977, the HBA and its corporate partners have served women working in the business of healthcare by providing a platform to network and exchange industry information, career advice and resources. The first HBA chapter was launched in 2000 in Atlanta. Today, HBA has chapters in major markets across the United States and in Europe. Its mission is to advance the achievement of gender parity in leadership positions and enable organizations to realize the full potential of their female talent.



Three years ago, *Columbus Business First* forged our partnership with representatives of the local, regional, and national boards of HBA. The HBA Columbus board and leadership team are represented by executives from our community's most-influential healthcare and professional services organizations.

HBA Columbus is led by board President Carrie Bayes, who serves as Field Vice President, Strategic Accounts for McKesson Medical-Surgical. This year's Lift Symposium Planning Committee Chair is professional coach and consultant Stephanie Henderson. Laura Butler chairs the HBA Global Council of Chapter Presidents and has been instrumental in growing our audience for this event – in Central Ohio and across the HBA national network.

The Lift Symposium is intended to keep the conversation going and the topic of gender parity top of mind for Central Ohio's business leaders.

Business First's aim in partnering with HBA Columbus is to help raise awareness on the topic of gender parity in the workplace. There has been expansive research showing a correlation between improved gender parity and accelerated GDP growth.

A recent report by Accenture, *the hidden value of culture makers*, suggests that leaders that prioritize a culture of equality are more likely to achieve the financial results they seek. They contend that leaders will eventually evolve to see profit and culture not as separate endeavors, but rather interdependent goals that are equally critical to success.

We've previously cited a McKinsey Global Institute report, *the power of parity*, that found that \$12 trillion could be added to global GDP by 2025 by advancing women's equality.

Today, consulting organizations, educational institutions and think tanks across the globe are offering informed research, reporting, recommendations, and best practices to help organizations understand and close the gender gap in career advancement and compensation.

Locally, *Columbus Business First* and HBA Columbus are proud to be complementing the good work being done by the Columbus Women's Commission in their mission to

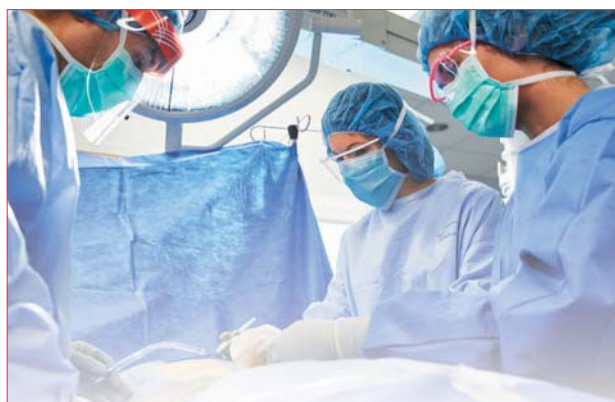
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WELCOME LETTER FROM COLUMBUS BUSINESS FIRST

► reduce gender inequality and improve the economic position of all women in our community. The Lift Symposium is intended to keep the conversation going and the topic of gender parity top of mind for Central Ohio's business leaders. It will also highlight the importance gender parity plays in Columbus' economic development over the coming decades.

In step with the times, *Columbus Business First* is hosting the Lift Symposium over three virtual sessions.

Our first session featured Mary Stutts, SVP of Corporate Relations for Sumitovant Biopharma, and author of "The Missing Mentor: Women Advising Women on Power, Progress and Priorities."

On July 28, you can join Brooke Cartus from ImprovEdge for an engaging and interactive virtual experience designed to discuss and explore the issues of gender parity and intersectionality. This data-driven discussion will provide opportunities to develop action-inspiring plans to create and model behavioral

change within yourselves and among your teams.

Our final installment of this year's virtual LIFT Symposium series takes place on August 11 featuring Cardinal Health CEO Mike Kaufmann moderating a diverse panel of local leaders I describe their personal actions as well as best institutional policies and practices that ensure equity and inclusion throughout their organizations. Mike will be joined by Fifth Third Bank Regional President Francie Henry, Mount Carmel Health

System CEO Lorraine Lutton, and Karen Morrison, President, OhioHealth Foundation.

Whether you're in the healthcare industry or not, these sessions will be informative, insightful, and inspirational. It will also provide actionable takeaways.



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WELCOME LETTER FROM the Healthcare Businesswomen's Association

WOMEN IN HEALTHCARE SYMPOSIUM: RAISING GENDER PARITY AWARENESS

The Columbus chapter of the Healthcare Businesswomen's Association (HBA) is partnering for a third year with *Columbus Business First* to host the LIFT Symposium: Leveraging the Impact of Female Talent. This year we have reimagined the event as three virtual sessions, and the theme is Focus on Action. We want to continue to expand awareness for the benefit and need for gender equity and invite you to move toward taking action that will make a difference.

Did you know that women lead only 2.8% of Fortune 500 companies?¹ Why such a small number? There can certainly be lots of reasons, but the one I find most challenging to hear is that there are not enough strong female candidates. I don't know about you, but I know many unbelievably talented women who are top performers and craving the right opportunity. Do you ever wonder how much your organization's culture plays a role? Accenture recently published a report, *The Hidden Value of Culture*



CARRIE BAYS
Interim Chapter President,
Healthcare
Businesswomen's
Association Columbus
Chapter



Makers,2 in which they explore the culture of equality in the workplace. They say, for example, that while 68% of leaders think they're creating an inclusive culture where employees can be themselves and raise concerns and innovate without fear of failure, only 36% of employees agree. Talk about a disconnect! Leaders are saying that a culture of equality is important and that they think their organizations are inclusive, but employees feel differently.

How would you rate your company's culture? Do you feel gender parity has been made a priority? Have clear diversity goals been established and communicated? We hope that by attending our LIFT virtual series you will have a greater awareness of

these questions and come away with a call to action. You'll hear from top industry leaders who have confronted these issues and have worked to make addressing them part of their organizational framework.

We invite you to share your learning with others, as we'll be including data-driven examples of personal and organizational actions that contribute to gender parity. Being able to identify the intersection points of discrimination and gender parity and where they occur will enable you to be a better leader and advocate overall. It's important that you're able to identify those opportunities to advocate for both yourself and others and be ready to act.

Thank you to *Columbus Business First*, the speakers, sponsors, volunteers, and everyone who is a part of making our LIFT series a success.

About HBA: Our core purpose is to further the advancement and impact of women in the business of healthcare. We are a global nonprofit organization comprised of individuals

and organizations from across the healthcare industry committed to:

- Achieving gender parity in leadership positions
- Facilitating career and business connections
- Providing effective practices that enable organizations to realize the full potential of their female talent.

Interested in becoming a member? Contact us at columbus@hba.net.

¹<https://fortune.com/2019/07/22/women-lead-only-2-8-of-fortune-global-500-companies-the-broadsheet/>

²<https://www.accenture.com/us-en/about/inclusion-diversity/culture-equality-research>

JOIN US JULY 28!

Join Brooke Cartus from ImprovEdge for an engaging virtual experience designed to discuss and explore the issues of gender parity and intersectionality.

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THE POWER TO TRANSFORM INSIDE OUT

WOMEN NEED STRONG WOMEN MENTORS TO GUIDE THEM ON THE LEADERSHIP JOURNEY



Mary Stutts has had a 30-plus-year career in leadership that has given her a deep look into the inner workings of several Fortune 200 technology, biotechnology and media corporations. Over time, she developed a keen interest in the dynamics that factored into how men and women advanced their careers. To this day, women still face barriers that don't allow them to ascend on par with men. So, she decided to home in on one of the biggest ones — the need for more strong women mentors to help other women.

"I noticed there weren't enough women in leadership to provide mentoring and advice to other women," Stutts says. "Ninety percent of men in leadership roles have spouses who don't work compared to over 80 percent of women in leadership who have spouses who work. No matter how high a woman wants to go in her career, she still has the primary accountability for home and kids. It doesn't give women a lot of extra time to devote to mentoring others."

The KPMG Women's Leadership Study only reinforced her feelings. Its findings revealed that there is no shortage of ambition among the women surveyed. Six in 10 indicated they aspired to be a

senior leader of a company and more than half aspired to serve on a board. Yet more than half said that "as women" they were more cautious in taking steps toward leadership roles. Women want to lead, the study found, but something was holding them back. Sixty-seven percent of the women surveyed said they needed more support building confidence to feel like they can be leaders. That's where women come in, Stutts says.

The issue led her to write a book — "The Missing Mentor: Women Advising Women on Power, Progress and Priorities", which has been dubbed a surrogate mentor for career women. Stutts, who lives in the San Francisco Bay area, talked about the journey women can take to transform themselves to increase the odds of attaining leadership roles and how they can support other women along the way at the first session of the virtual LIFT (Leveraging the Impact of Female Talent) Symposium on July 14.

"Women want to be able to transform themselves and evolve on their career journey and are looking for ways to make that a reality," says Stutts, who is the senior vice



"Women want to be able to transform themselves and evolve on their career journey and are looking for ways to make that a reality."

— Mary Stutts

president of corporate relations for startup Sumitovant Biopharma. "Having more women in leadership roles doesn't just benefit women," she says. "It benefits companies that value diversity and inclusion and want to reflect the customers and communities they serve."

In her book Stutts, who also is founder of The Excellent Lift Center, a nonprofit that focuses on helping women and youth find and use their voice, writes that "learning how to position ourselves well for this time of rapid, endless change is crucial for careers to not only survive, but to thrive."

Mentoring is one of the top five areas people need exposure to if they want to advance to leadership roles, she says. The others are job rotation, expanding responsibilities, being asked to lead a startup or turnaround project and receiving challenging assignments.

"Men still get more access to these experiences than women do," Stutts says. "Part of the roadmap that will allow for this transformation to occur is to open up these opportunities to more women."

Female leadership opportunities also have been impacted by COVID-19, Stutts says. Women were expected to be responsible for their professional obligations while simultaneously taking care of and educating children who were sent home from school during stay-at-home orders. That left precious little time for connecting, networking and mentoring.

"Savvy companies will come up with and emphasize the tools we need during these turbulent times," she says. "It's all about mobilizing for the future by taking bold, persistent action. People have to be connected, coached and rejuvenated to lead in a world where unpredictability is the new norm."

THE LIFT LEADERSHIP PRINCIPLES

Informed and empowered, we can bring the Lift Leadership Principles forward together. They represent the key steps that organizations can take to establish and activate our mission. The following tool is designed to help you translate these principles into a foundation for transformation.

01

ARTICULATE YOUR VISION

Work with women in leadership roles to set a definition for what gender parity looks like in your organizations. Put a stake in the ground and define your ideal future state.

Apply It: *How would you define your organization's future state?*

02

SET A SHARED GOAL

Crystallize specific actions and programs the company can and will create to effect change. Identify the potential advantages that more parity creates to build a rallying cry for change that engages managers at every level in identifying new opportunities and new possibilities.

Apply It: *What are three gender parity goals you might suggest to your leadership team?*

03

OWN IT

Provide constant encouragement and personal ownership of the mission where we become our own active advocates. Leverage our individual contributions to become our collective strength.

Apply It: *What mechanisms does your organization have in place that could become channels for communicating encouragement and advocacy?*

04

LEVEL-SET THE REALITY

Identify and shed light on the real-lift challenges to gender parity. Drive awareness that gender parity is not a "she" problem, but a "we" problem and create new understanding of its impact that will lead to change.

Apply It: *Which stakeholders should you engage to champion this research and internal communications opportunity?*

FROM THE SPONSORS:

FIRST FINANCIAL BANK IS PROUD TO SUPPORT LIFT: LEVERAGING THE IMPACT OF FEMALE TALENT

We believe the movement to increase diversity and inclusion in the workplace, as well as champion women leaders, is of utmost importance. The success of our organization is based on the individuals that make it up and we have made a conscious effort to provide a fair and balanced workplace. With 40% of our board, a significant portion of our executive leadership team, and over 50% of our workforce made up of strong women, we recognize firsthand the power women bring to our organization.

Cultivating a diverse workforce of associates with different experiences, insights, and skillsets brings diversity of thought and increased competencies, such as self-awareness, empathy, conflict management, adaptability, and teamwork. All of these talents together help shape the way we



implement banking and financial services. This approach continues to mold the First Financial Bank culture and encourages associates to constantly collaborate, challenge each other, and ultimately push our organization forward.

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have a dedicated workforce and close relationships with our clients.

Not only did we make sure our clients were taken care of, but we pledged our support to our communities as a whole. First Financial Foundation contributed \$1 million to help fund relief efforts throughout our communities and continue to assess and contribute where needed.

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What Is Gender Parity?

Our Definition

Gender parity is equity and access. It's equal voices, heard the same way, in cultures that not only embrace parity, but have zero tolerance when it isn't happening.

Gender parity means the same results for the same quality of work. We see it in companies where gender is an important lens for creating programs that help empower women with the skills and voice to boldly move forward, where the conversation about parity is active and important, and where equity and access are a critical part of growth for women and for the organization.

05

CREATE A NEW DIALOGUE

Create more effective conversations that lead to awareness, understanding and empathy among all stakeholders across your organization. Establish and implement a new dialogue and a new vocabulary to create more open interchange and new, positive behaviors.

Apply It: Have you seen any similar cultural transformations succeed in your organization? Highlight two or three key ways that initiative succeeded in driving new dialogue and challenged thinking.

06

GET SOCIAL

Formalize community-building that continually galvanizes members. Establish internal online platforms in your workplace and create events that allow relationship-building to occur in casual, non-work settings.

Apply It: What does social networking currently look like within your organization? Think platforms like Lync or Slack where people are already connecting.

07

CELEBRATE SUCCESS

Create ongoing forums and tools that enable success stories to be shared and celebrated. Focus on driving daily progress that will continually inspire greater engagement and spur momentum.

Apply It: What are three ways you could embed gender parity into the cadence of company meetings?

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