



#BreakTheBias: Increasing Inclusiveness for a More Competitive Business



Tuesday, 8th of March 2022

18:00 -19:00 CET

ZOOM ID: 896 3214 2716

PASSWORD: 212127

A virtual, engaging discussion focusing on inclusive-driven solutions to help overcome business challenges featuring:

- **Jakob Stengel**, Case Rose | InterSearch
- **Anne Årneby**, Nordic Morning Group
- INSEAD Alumni Association DK | SE

<https://www.internationalwomensday.com/>

Participate in live breakout rooms, engaged panel discussion, a poll & more.

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#BreakTheBias

Welcome to the International Women's day!

Many businesses and executive boards are experiencing increased competition for talent, which will hamper growth. Leaders are looking to diversify their teams to increase competitiveness.

But how do we break the bias to increase diversity in organizations?

Two experienced executives will share their Nordic and International insights on using inclusiveness to overcome business challenges, followed by engaging breakout room discussions and a final joint conclusion and commentary.

We invite you to join the discussion and share your views and solutions in our live break-out-room groups.

PART 1

WELCOME #BreakTheBias

PART 2

DISCUSSION Breakouts

PART 3

WRAP UP Sharing

Crafting this event started with the following vision in mind:

Let's Avoid...

Instead, Aim For...

Zoom Fatigue →

Diversified Activities

Multiple Panelists →

Selected Panelists

Passive Focus →

Action Oriented

Repetitive themes →

Specificity in discussions

Theoretical discussions →

Impact For Tomorrow

Without further ado, let's get started!

WELCOME #BreakTheBias

18:00 – 18:10 CET

Opening Remarks

The event will officially kick-off with a special message from President of the National Alumni Association Sweden, Andrew Kristensen

We also have the honor in welcoming INSEAD's Women in Business leads from Sweden and Denmark, Jennifer Lipes and Tamara Fiona Wennecke, as they present the #BreakTheBias theme



Andrew Kristensen
President, INSEAD NAA Sweden



Jennifer Lipes
Board member, INSEAD NAA Sweden



Tamara Fiona Wennecke
Board member, INSEAD NAA Denmark

DISCUSSION

18:10 – 18: 20 CET

Perspectives from Panelists

Listen to two experienced executives share insights from both Nordic and International perspectives on inclusiveness as a business challenge and how to overcome it.



Anne Årneby
Ex-CEO Nordic Morning Group, Board Member Svenska Spel & Rolling Optics



Jakob Stengel
CEO & Managing Partner at Case Rose | InterSearch and Global Head of Board Practice at InterSearch

18:20 – 18:30 CET

Q&A with Panelists

18:30 – 18:45 CET

Poll & Break Outs

Participate in a poll and then discuss actions to overcome bias in diversifying talent and increasing business competitiveness in groups.

18:45 – 18:55 CET

Feedback & Commentary

18:55 – 19:00 CET

Conclusion & Thanks

#BreakTheBias: In order to break the bias we must be aware of the current realities including areas that are hindering inclusiveness and talent competitiveness

The facts show how inclusiveness needs to be embedded in organizations in order to progress:



Top companies are missing D&I statements that make clear **link to value** rather than moral obligation



Lack of **nationalities**: large Nordic companies generate revenue ~50% internationally yet only ~20% of leaders are non-Nordic



Stepping-stone roles for CEO's resemble CEOs of today implying next wave is just as **gender inequal**



Younger generations globally are 16% more likely to chose company because of D&I culture than elders



Women's share in leadership has stagnated in Nordics



Covid job loss in Nordics is 0.5%-1.5% higher for women in Nordics



LGBTQ+ employees with negative touchpoints 13x more likely to quit

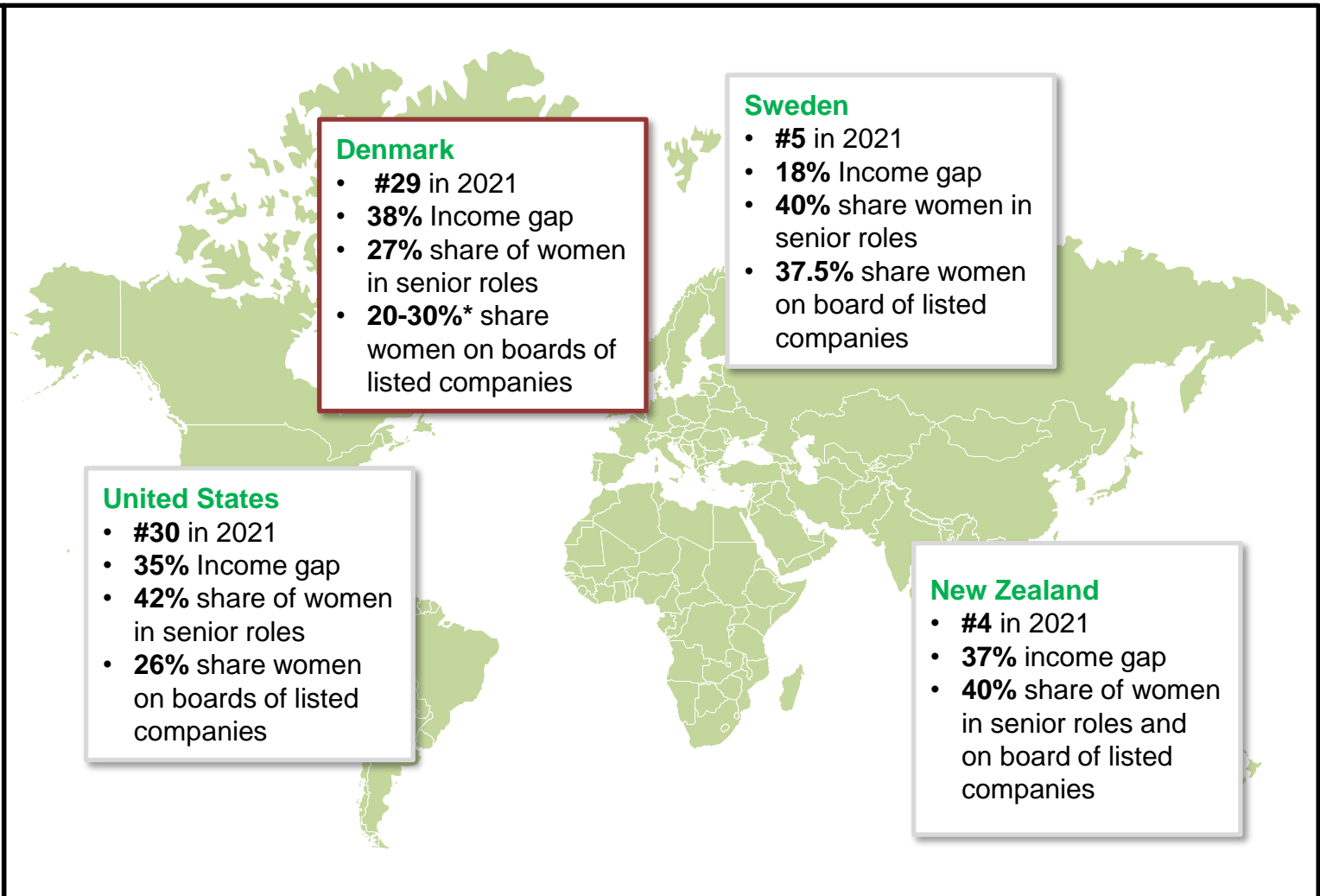
Current State: Share of women in senior positions and on boards of listed companies remain below 50% across the globe

Global Gender Gap Report benchmarks progress towards gender parity across:

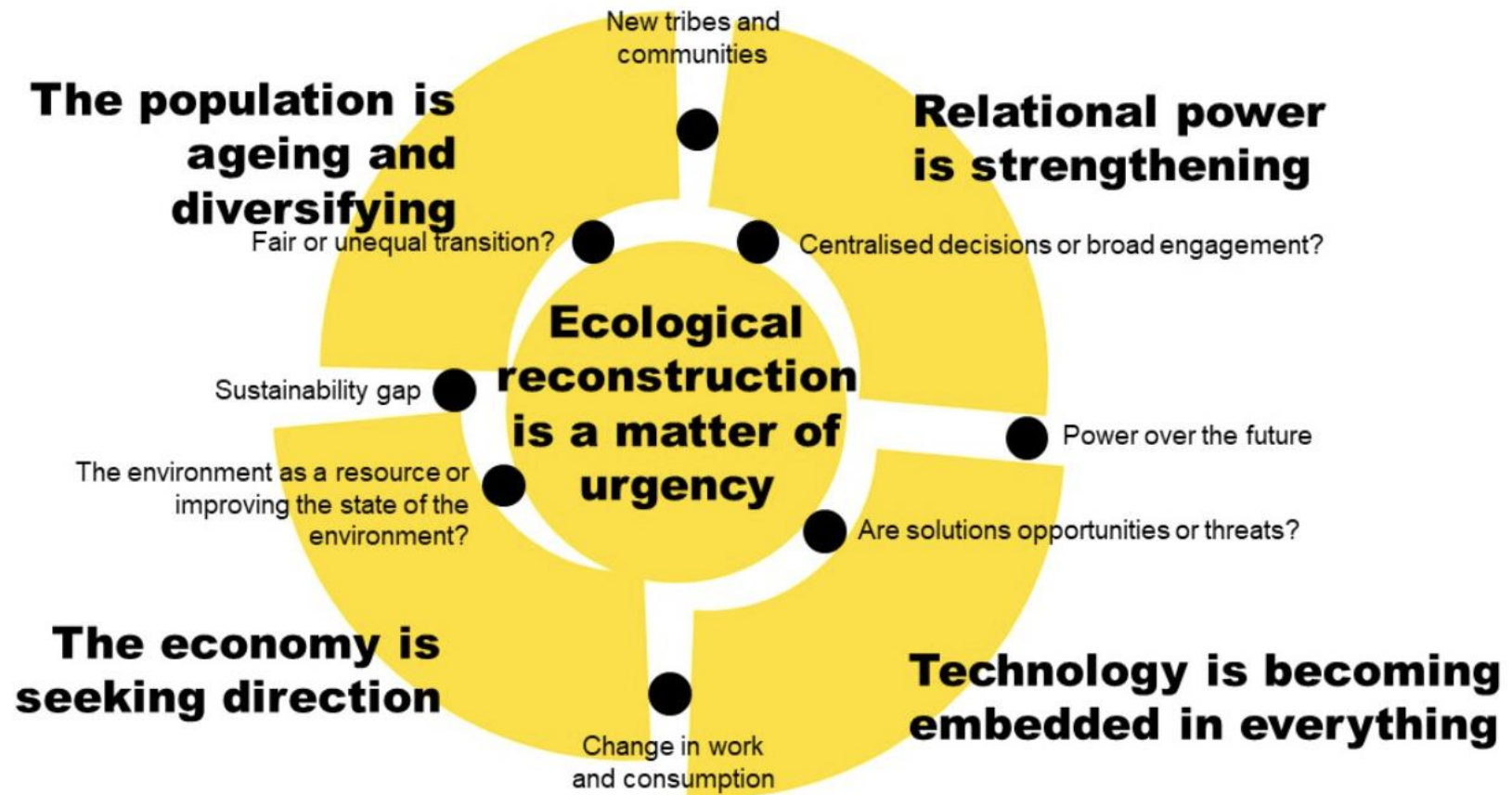
- Economic Opportunities
- Education
- Health
- Political Leadership

Iceland ranks **#1**, and has closed **89%** of its gender gap

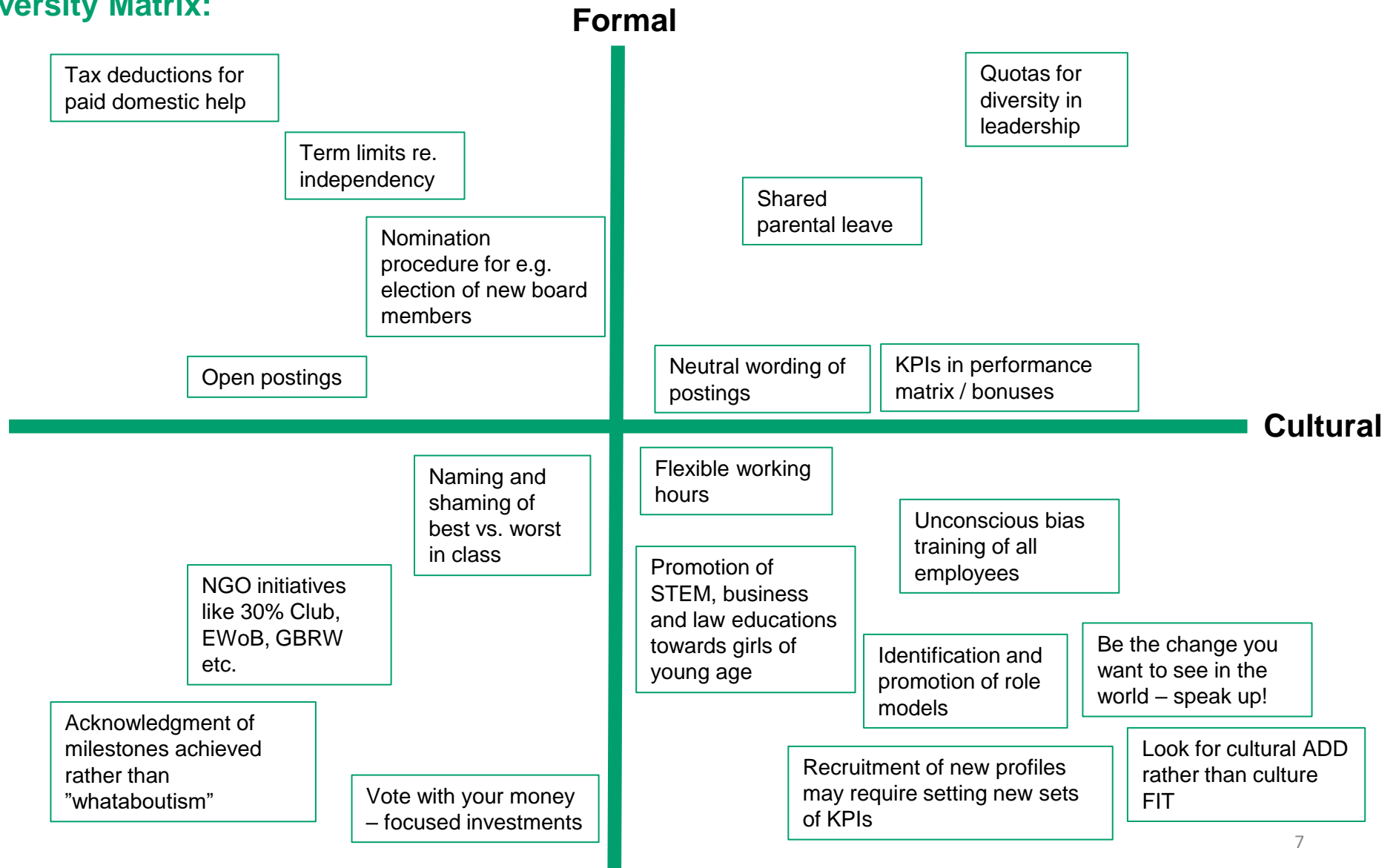
Denmark is the only Nordic country not in top 5



The most important 5 megatrends influencing our future include the population diversifying, and the tensions between all of them:



Diversity Matrix:



What are the main challenges hindering inclusiveness at work?

Add your comments at
<https://www.menti.com/>
Code 9409 0062





Breakout Rooms:

#BreakTheBias

Based on what we've heard and know...

Tangible actions businesses can do to increase inclusiveness overall and to retain talent

1. *Eliminate evaluations of "culture fit" in interview processes that screen out people who aren't like us (affinity bias) thereby missing qualified candidates and resulting in less diverse teams*

2. Idea/Action...

3. Idea/Action...

4. Idea/Action...

5. Idea/Action...

6. Idea/Action...

Ease of Implementation

Easy / Medium / Difficult

Medium

Easy/Medium/Difficult

Easy/Medium/Difficult

Easy/Medium/Difficult

Easy/Medium/Difficult

Easy/Medium/Difficult

What tangible actions can businesses do to increase inclusiveness?

Add your comments at
www.menti.com
Code 9409 0062



**Anne Årneby**

Ex-CEO Nordic Morning Group, Board Member Svenska Spel & Rolling Optics

Anne Årneby is the outgoing CEO of Nordic Morning Group, a multi-country group she has transformed and recently sold a large part of. The two divested parts are one of the Nordic region's leading business partners in data-driven marketing and one of the world's leading retouching and PreMedia studios. She is also on the board of Svenska Spel, Rolling Optics and Tumba Bruk, with a background as CMO for Bisnode.

**Jakob Stengel**

CEO & Managing Partner at Case Rose | InterSearch and Global Head of Board Practice at InterSearch

Jakob Stengel is the Managing Partner of Case Rose | InterSearch and Global Head of Board Practice within InterSearch. In addition, he is the founder & chairman of Board Network - The Danish Professional Directors Association, and a founding partner of Board Mentors. He has been at the forefront of global board leadership for more than 20 years.


Andrew Kristensen

- INSEAD President of NAA Sweden
- Experienced CEO/COO/CCO/Board member with strategic and operational management skills
- Inspired management teams across Europe, America, and Asia
- Board Member at Svensk Byggtjänst, Byggmaterialindustrierna, Industriarbetsgivarna
- Swedish citizenship; Executive MBA from INSEAD and M.Sc. from DTU, Technical University of Denmark.


Jennifer Lipes

- INSEAD Women In Business NAA Sweden
- Current position as INSEAD Design Thinking Coach and Food Marketing Consultant
- Experience in HR, Marketing, Change Management and international business development
- BSc Management at University of Connecticut, MBA INSEAD
- Originally from New York; volunteers for Diversity Veteran organizations and Association of Women for Action and Research


Tamara Fiona Wennecke

- INSEAD Women In Business and VP Young Alumni at INSEAD NAA Denmark
- Current position as Commercial Excellence Director at Atos medical
- Experience in Strategy and Value growth within Healthcare industry from BCG, Atos Medical and Novo Nordisk
- BSc Chemical Engineering and MSc Biotechnology University of Pennsylvania, MBA INSEAD
- Originally from Trinidad and Tobago, currently lives in Copenhagen, and spends free time either exploring new restaurants or on playdates with her kids



Liselotte Hägertz Engstam

*Non-Executive Board Director, Advisor, Startup
Coach, IAA Sweden Board Member*



Andrea Wilczynski

IAA Denmark Board Member



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