

# Unlocking the Potential of Women

## EXCLUSIVE PROGRAM

Join us for the inaugural run of our distinctive program, **Unlocking the Potential of Women**. This **six-week digital experience** is designed to empower both male and female business leaders to recognize and deliver the **full potential of women in the workplace**.

- Improve attraction and retention rates of women
- Increase the return on your investment in gender diversity initiatives
- Improve performance by empowering your employees
- Be a more inclusive and effective leader by getting the most out of your talent

## DISTINCTIVE INSIGHTS & PERSPECTIVES

- Draws on progressive research, practical experience, and engaging perspectives from distinguished leaders across diverse backgrounds
- Explores the business case for change, success measures, potential challenges, as well as concrete actions to improve the development and advancement of women
- Delivered through a state-of-the-art interactive platform featuring on-demand media, interactive exercises, and peer-to-peer conversations
- Taught by Firm experts who have researched how companies thrive by helping women succeed
- Augmented with digital guest lectures from noted academics and industry leaders, such as
  - **Peter Grauer** (Chairman, Bloomberg)
  - **Dr. Shelley Correll** (Professor, Stanford University)
  - **Chanda Kochhar** (CEO, ICICI Bank)
  - **George Halvorson** (Former CEO, Kaiser Permanente)
  - **Sheila Lirio Marcelo** (CEO, Care.com)
  - **Geena Davis** (Academy Award Winning Actress)
  - **Dominic Barton** (Global Managing Director, McKinsey & Company)

McKinsey Academy is our next generation platform for building capabilities at scale. We offer distinctive digital courses that combine self-paced "on demand" learning with collaborative group projects and social interactions with peers. To date, we have tested and rolled out our programs to over 2,000 people in 125 companies across 15 countries.

**Join the inaugural run of Unlocking the Potential of Women today**

Fees are USD 2,500 per participant or USD 25,000 for a group of 12.

Unlocking the Potential of Women kicks off **November 3<sup>rd</sup> 2015**. Join us for a **live web demo** and gain **exclusive access** to a preview of the course.

Connect with us at [women@mckinseyacademy.com](mailto:women@mckinseyacademy.com) to find out how.