

what we heard

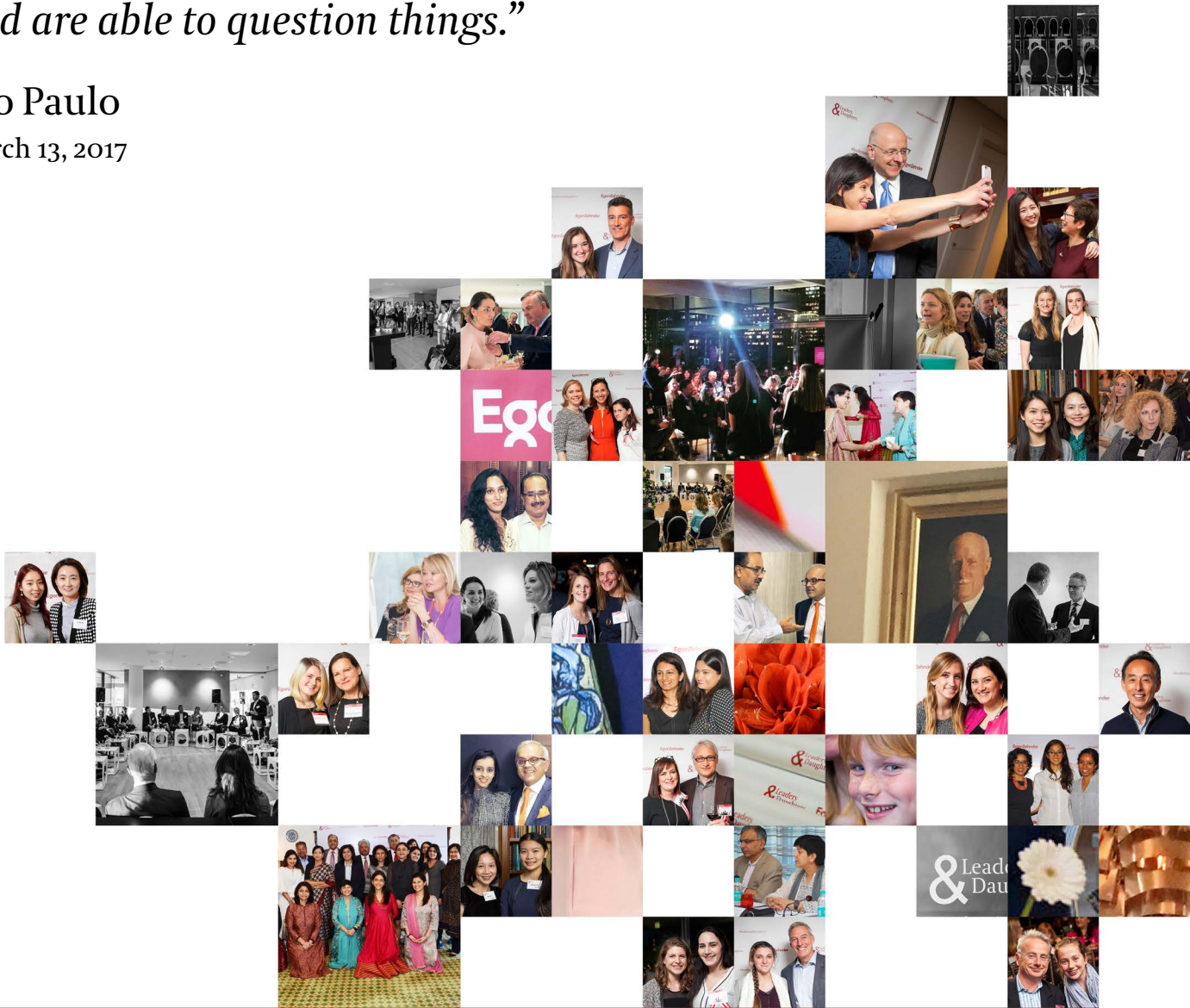
& Leaders 2017
Daughters

Leaders & Daughters

*“It took some time, but we have found our voice
and are able to question things.”*

São Paulo

March 13, 2017



EgonZehnder



what we heard

The workplace has improved for women, but there's still much more to be done to develop the next generation of female leaders. That was one of the takeaways from Egon Zehnder's second annual "Leaders & Daughters" dinner and panel discussion at Cantaloup, a restaurant in São Paulo, on March 13th.

The highly-esteemed panelists all came from traditionally male-dominated fields, like auto-racing, financial markets, genetic engineering, and education-in-politics. They were: Lygia da Veiga Pereira, Ph.D., chair of human genetics and head of the USP National Embryonic Stem-Cell Lab; Priscila Cruz, the founder and executive of Todos pela Educação (Everyone for Education); Cristina Junqueira, co-founder and VP of Branding and Business Development at Nubank; and race car driver Bia Figueiredo. The event was moderated by TV journalist Izabella Camargo.

Aiming high

Egon Zehnder's global survey of 7,000 women found that many women worldwide aspire to be the top person in the organizations they work for. In Brazil, 92 percent of women sampled said they planned to reach leadership levels. But while it's important to find role models and other women to emulate, women should also pay attention to examples of things they should NOT do. "Powerful" women also know how to use some uniquely 'female traits' – the ability to listen, to care for others, to change the tone when necessary to calm down a situation – to their advantage. They recognize their differences and view them as assets.

"Women do some things very well, and men do others. Sometimes we are equivalent, and sometimes we complement each other," said Ms. Cruz. "There is the matter of how we see things, of caring for society, for the nation, for our schools. Caring is something very feminine and we have to take advantage of it. Women are very good listeners."

The importance of role models

Both male and female role models are instrumental. Since you never know where you might find them, you should always put your best foot forward.

"It's incredible how in our path we meet admirable people who teach and inspire us," said Ms. Figueiredo, who tries to be a role model for young girls interested in racing cars. "Therefore, walk around, keep your head high, set your cell phone outside, forget WhatsApp or whatever. Be truly in the space. You never know where the next inspiration, the next opportunity lurks."

"I was hidden from my mother to my first kart training. My mother dreamed of me playing tennis. When she realized that my business was motoring and noticed my passion, she really supported me" said Ms. Figueiredo. "My mother has a very nice thing about wanting me to do my best. When we talk, she keeps telling me 'you have to write this', 'you have to say that.'" said Ms Pereira.

Finding their voice

All of the women agreed that the workplace is much better for women than it was 15 to 20 years ago, when they were starting out. Back then, they had each experienced some kind of discrimination.

"We had to listen to some ugly things," said Ms. Junqueira. "The only way to handle it was just to ignore it, change the subject." But time have changed. Today, women can just stand their ground or call the name-callers out.

"It took some time, but we have found our voice and are able to question things," she said. This makes room for women to grow more and take on leadership positions, something that was very hard to do when I first started out."

what we heard



Luis Giolo, Managing Partner Brazil, Egon Zehnder, addressing the attendees at Cantaloup Restaurant



Left to right: Izabella Camargo, journalist, Bia Figueiredo, race car driver, Cristina Junqueira, Co-founder & VP Branding, Nubank, Lygia da Veiga Pereira, Professor and the Head of the National Laboratory of Embryonic Stem Cells at the University of São Paulo, and Priscila Cruz, Founder and CEO, Todos pela Educação

what we heard

below

Luciana Mitri

(Intercambio Global)

and her daughter, *Maria*

Eugenia Mitri

right

Alberto Fabrini

(Norsk Hydro) and his

daughters, *Andrea* &

Paula Fabrini



above

Vicente Assis

(McKinsey), his

daughter *Paula Assis*

and *André Abram* (Egon
Zehnder)



above

Claudia Politanski (Itaú

Unibanco) and her

daughters, *Renata* &

Fernanda Politanski

right

Speakers: *Lygia da*

Veiga Pereira (USP),

Priscila Cruz (Todos pela

Educação), *Bia Figueiredo*

(Pilot, racing driver)

e *Cristina Junqueira*

(Nubank)



what we heard

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Hosts



left

*Luis Giolo (Egon
Zehnder) and his
daughter, Michaela
Giolo*

right

Moderator: Izabella

Camargo



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About Leaders & Daughters

To mark International Women's Day, Egon Zehnder conceived Leaders & Daughters, a global series of events that bring the world's most admired leaders and their daughters together to uncover the motivations, challenges and opportunities that face the next generation of professional women.

In 2017, we went further. In celebration of International Women's Day, we hosted Leaders & Daughters events in more than 40 cities worldwide – bringing together the voices of more than 3,500 participants to share their stories of success as well as the obstacles that are preventing progress. We share one common goal: to collectively pave a better future for the next generation of women leaders.

In addition to the events, we have also launched a campaign, “To My Daughter,” in which leaders write letters to their daughters about their hopes and dreams for the future. To participate, please visit www.leadersanddaughters.com.

Visit Leaders & Daughters at
www.egonzehnder.com

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LinkedIn group, follow #LeadersAndDaughters
on Twitter and on Instagram at @egonzehnder

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