



# Women in Leadership Initiative Briefing Paper 2017

## **What is the aim of your initiative?**

The Women in Leadership Initiative aims to encourage female leadership, gender diversity and equality across all sectors of the wellness industry.

## **What or who are the current “news makers” or trends in the initiative’s industry/sector?**

The initiative was inspired by Sheryl Sandberg’s TED talk ([Why We Have Too Few Women Leaders](#)) and subsequent NPO [Lean In](#), which has grown exponentially with over 30,000 ‘Lean In Circles’ worldwide. Lean In assists small groups of women, who meet around once per month.

The Women In Leadership initiative utilizes the framework provided by Lean In. We encourage and promote ‘Lean In Circles’ throughout the wellness industry, helping to ensure that current and future female leaders have a framework of support and motivation. The initiative also engages companies, encouraging them to partner with Lean In and work towards gender diversity and equality.

## **Name some (high level) challenges facing your industry/sector?**

There are many roles that are still predominantly held by men, like hotel GM. What’s often not considered is progression from spa director into hotel management. As a director of a spa, tasks include: budgets and financial planning, operations, staffing, scheduling, cleaning, food and beverage, maintenance, marketing, recruitment, etc. This skill set is ideal for someone to move into a hotel operations or general manager role. Unfortunately, the spa is still not seen as a central department within hotels. The challenge here is for women with a background in spa and wellness to progress as ideal candidates for hotel management roles.

## **Where do you see the opportunities for industry/sector?**

The opportunity we have by creating these Lean In groups is to encourage and support current and future female leaders, and provide the skills and motivation necessary from the very start of their careers.

**Are there any “heroes” (either companies or individuals) who stand out in your industry/sector?**

There are many strong female leaders and female-led companies in our industry. We believe many are providing equal opportunities to all genders; however, registering as a partner with Lean In at [www.leanin.org/partners](http://www.leanin.org/partners) (for companies of 10+ employees) can provide insight into managing the appraisal process, mentoring programs and equal opportunities. Please let one of the initiative committee members know once you've registered: [sara@spawellnessmexico.com](mailto:sara@spawellnessmexico.com) or [joanne.berry@gmail.com](mailto:joanne.berry@gmail.com)

**Is there noteworthy investment happening in your industry/sector?**

N/A

**Name any key accomplishments (milestones) made by your initiative?**

As a new initiative, we have been focused on spreading the word and have received a tremendous amount of interest! However, the number of 'Lean In Circles' started so far is low. Will you start a GWI 'Lean In Circle'? Could someone you know start a Circle?

Let us know! [sara@spawellnessmexico.com](mailto:sara@spawellnessmexico.com) [joanne.berry@gmail.com](mailto:joanne.berry@gmail.com)

**Chair:** Sara Jones

**Vice Chair:** Joanne Berry

**Initiative Members**

Darlene Fiske

Kathryn Sforcina

Shahida Siddique