

# BETTER MAN CONFERENCE

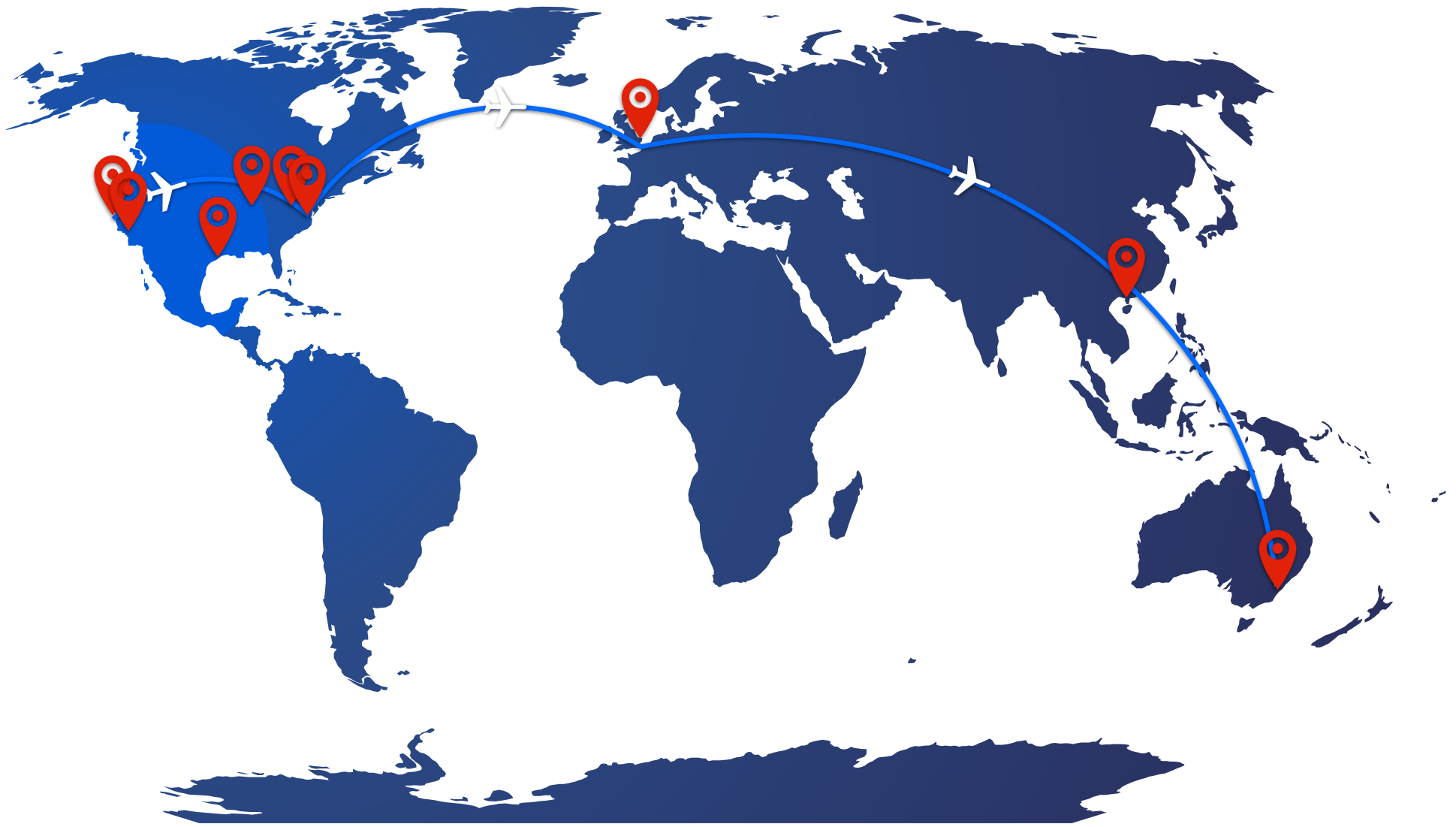
*Leadership. Partnership. Inclusion.*

## 2017 RECAP



I think you are on the ground floor  
of a major movement  
that is going to help men, women,  
organizations, and society!

- Attendee, Professor,  
University of Michigan



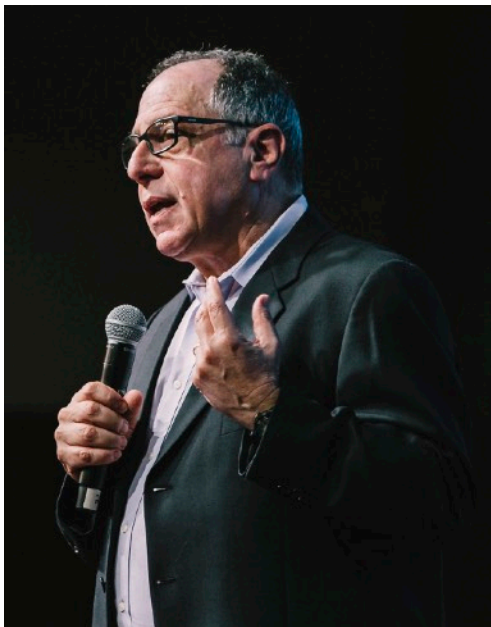
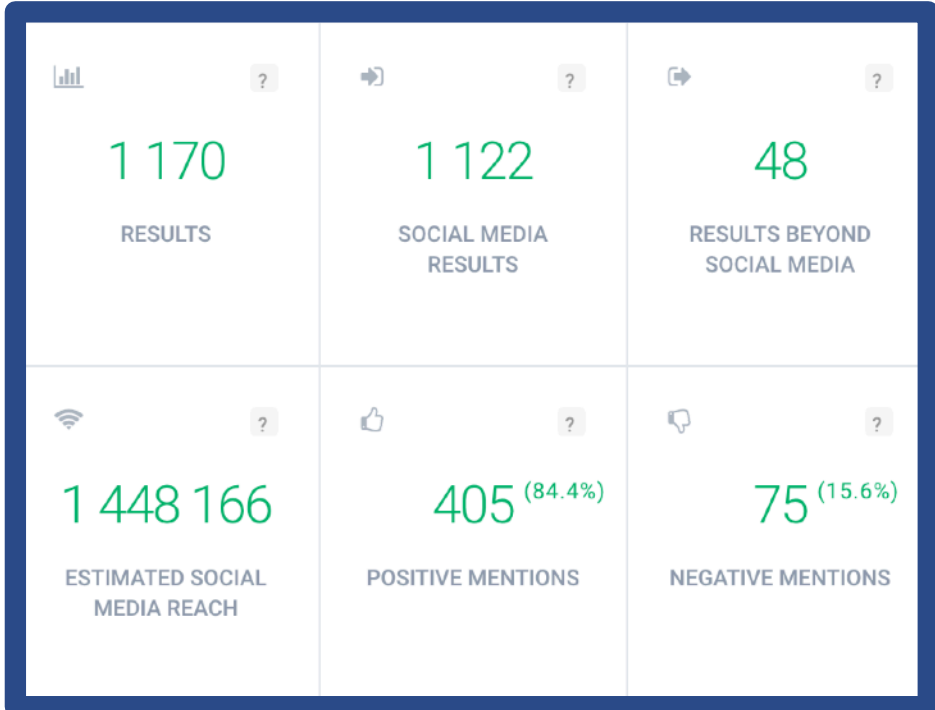
### THIS IS A MOVEMENT OF INCLUSIONARY LEADERSHIP



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# BY THE NUMBERS



# BY THE NUMBERS BETTER MAN CONFERENCE

## ATTENDANCE

 320 registrations  
70 companies  
58% Male, 42% Female

CDO, SVP, VP, & Managers

## VISIBILITY

 Reach from Social Media  
Trending Topic on Twitter

1.5 million unique users  
15 million impressions

## SUPPORT


 "I think you are on the ground floor of a major movement that is going to help men, women, organizations, and society!"

"The time for talk is over, the time for action is now"  
- Lesley Slaton Brown  
HP Inc.

"Great seeing men opening hearts and minds to redressing gender inequalities."

Microsoft, **PwC**, **Visa**, **HP Inc**, **Chevron**, **HP Enterprise**, **LinkedIn**, **Blue Shield of CA**, **Levi**, **Thomson Reuters**, **StubHub**, Berkley, Stanford, **Genentech**, Capital One, Guitar Center, Telstra, **eBay**, **Anita Borg Institute**, Bay Area Council, **Natural Resources Defense Council**, **ManKind Project**, Professional Business Women of California, **Kaiser Permanente**, Bay Area Council, The Representation Project, Watermark, The Good Men Project

## FUTURE

 More to come.  
Join the Better Man Movement



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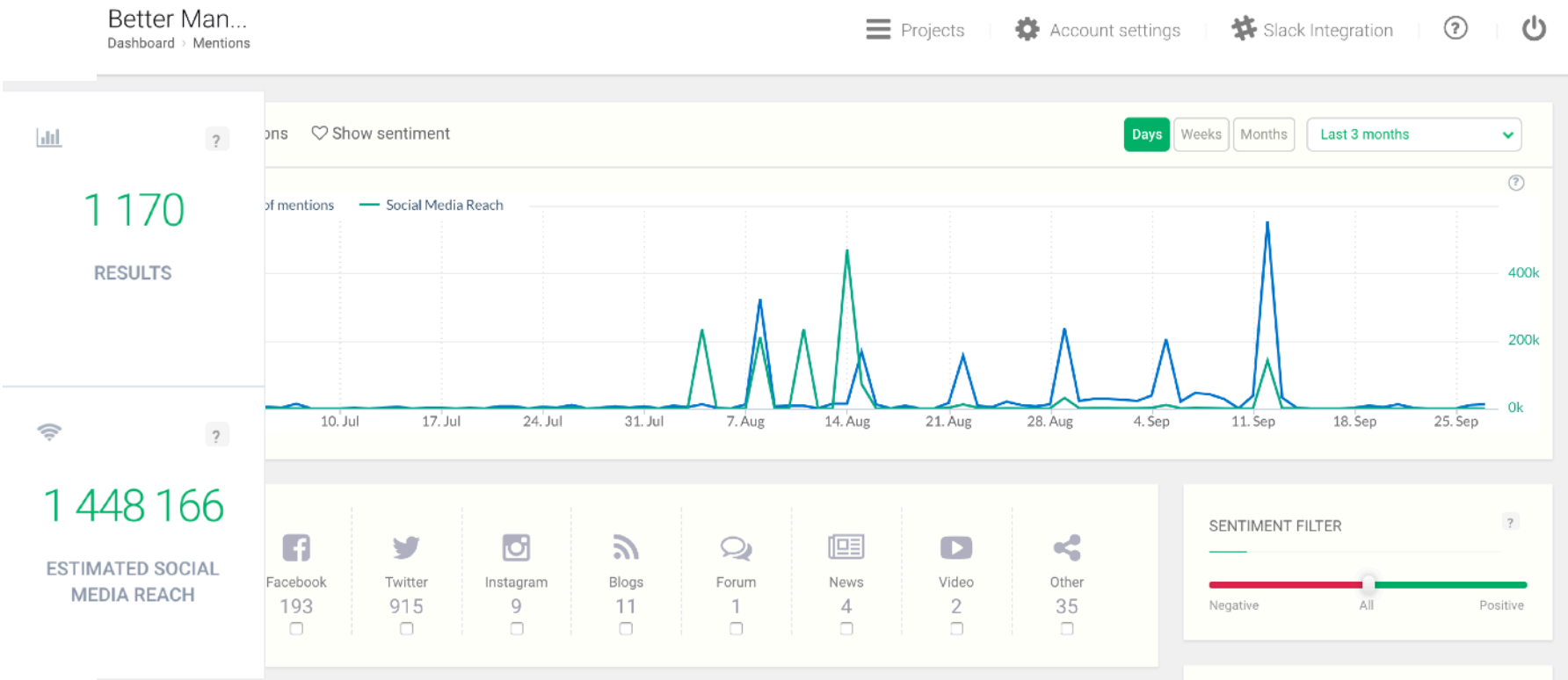




# SOCIAL MEDIA REACH

Leading up to the conference we orchestrated simultaneous social media events that, along with the conference itself, collectively reached more than 1.45 million unique users and roughly 15 million impressions across multiple online platforms.

During the conference we were a trending topic on Twitter for nearly an hour.



**Keshet Bachan** @KeshetBachan [Follow](#)

I'm at a gender conference and it's...full of men 😲! I'm not used to this #bettermanconference

8:02 AM - Sep 12, 2017

8 5 10

**Dare Obasanjo** @Carnage4Life [Follow](#)

79% of blacks, 66% of women & 45% of white men admit covering up part of their identity to fit in at work #BetterManConference

4:04 PM - Sep 12, 2017 · San Francisco, CA

**Dale Thomas Vaughn** @NextGent [Follow](#)

60% of employees quit due to a lack of emotional safety, often caused by micro aggressions. @joseph\_vasquez #bettermanconference

8:48 AM - Sep 12, 2017

2 5

**Katherine M. Gordon** @katgordon [Follow](#)

True inclusion is when employees feel "we are treasured, not tolerated." @MichaelS\_Kimmel #BetterManConference

9:31 AM - Sep 12, 2017

3 8

**Michelle C** @michechu90 [Follow](#)

Inclusion & Diversity should be embedded in the business strategy & planning, not a side gig. #bettermanconference

2:01 PM - Sep 12, 2017 · San Francisco, CA

1 4 14

**The Mask You Live In** @MaskYouLiveIn [Follow](#)

"The time for talk is over the time for action is now" - Lesley Slaton Brown, Chief Diversity Officer @HP #BetterManConference

1:56 PM - Sep 12, 2017

1 3



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# SPEAKERS

- Michael Kimmel, PhD, Distinguished Professor of Gender Studies, TED Speaker
- Jennifer Brown, Founder, President and CEO of Jennifer Brown Consulting
- Dr. David Smith, Associate Professor of Sociology at the US Naval Academy and Author of *Athena Rising*
- Victor Lee Lewis, Principal Consultant, Center for Diversity Leadership
- Ray Arata, JD, Founder of the Better Man Conference
- Ed Gurowitz, PhD, Co-Founder of Gender Leadership Group, Chair Elect of the ManKind Project USA
- Dale Thomas Vaughn, Co-Founder of Gender Leadership Group, Millennial Male Feminist

# PANELISTS

- Sumayyah Emeh-Edu, Founder of The Ally Movement
- Carin Taylor, Head of Diversity, Inclusion and Innovation, Genentech
- Noni Allwood, Sr. VP and Sr. Fellow, Center for Talent Innovation
- Joe Vasquez, Co-Director, Runway Incubator
- Myra Nawabi, Sr. Program Mgr. at Lockheed Martin Space Systems & Founder, Palo Alto Lean In Circle
- Amy Logan, President, US National Committee for UN Women San Francisco Bay Area
- Rick Clemons, Diversity Speaker, Author of Frankly My Dear I'm Gay, Podcaster and Life Strategist
- Lesley Slaton-Brown, Chief Diversity Officer, HP Inc.
- Dr. Ronald Copeland, MD and Sr. VP and Chief Diversity Officer, Kaiser Permanente
- Nadia Chargualaf, VP of Human Resources at Telstra (US Operations)
- Mike Dillon, Chief Diversity and Inclusion Officer at PwC
- Rachana Bhide, Founder, "The Corner of the Court Project" and Engineering Talent Partner at Bloomberg
- Jon Murphy, Sr. Director at Blue Shield of California
- Jim Wunderman, CEO, Bay Area Council



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# POST EVENT EVALUATION

When asked for favorite content or takeaways, respondents said:

"Most men don't think the word "gender" has anything to do with us."

"Incredibly. There were MANY people in the room who were not comfortable talking about gender fluidity and the transgender community initially. The group seemed to loosen up toward the end of the session."

"Jennifer Brown - her delivery, the message and the truthfulness in her words allowed us to think more."

Great place to candidly and more comfortably discuss hot topics

Kick off panel was my favorite, authentic, stories you can related to.

I enjoyed hearing the summary of the men's breakout session. I came to the conference hoping to learn more about the men's perspective.

Carin Taylor - balanced, authentic, articulate - stress on the importance of hearing the voice of every employee.

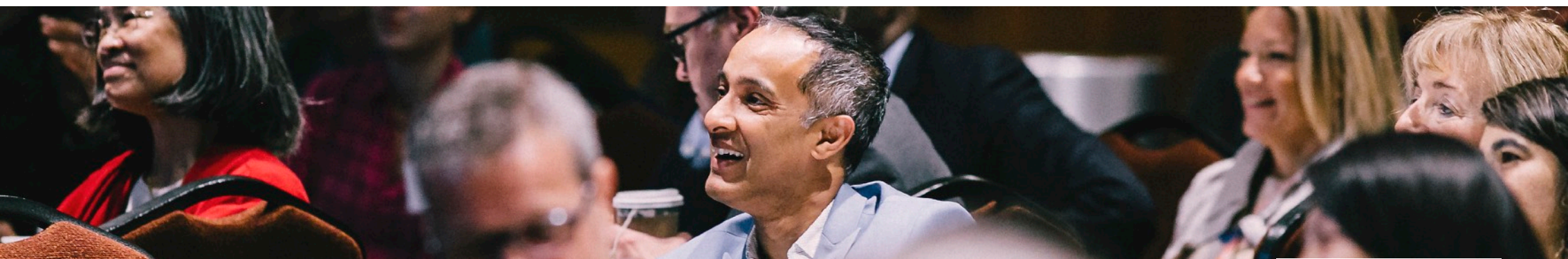
Michael Kimmel - reliance on the data; great examples all led to great AhHa's

"The inability to bring your whole self to work is a problem"

The interaction in pairs was good. Safe way to absorb and test out the concepts being taught

The presentation on toxic male masculinity - I've never really thought about this before - very insightful!

Being loving, caring is not my "feminine side"; it's my wholeness as a man.



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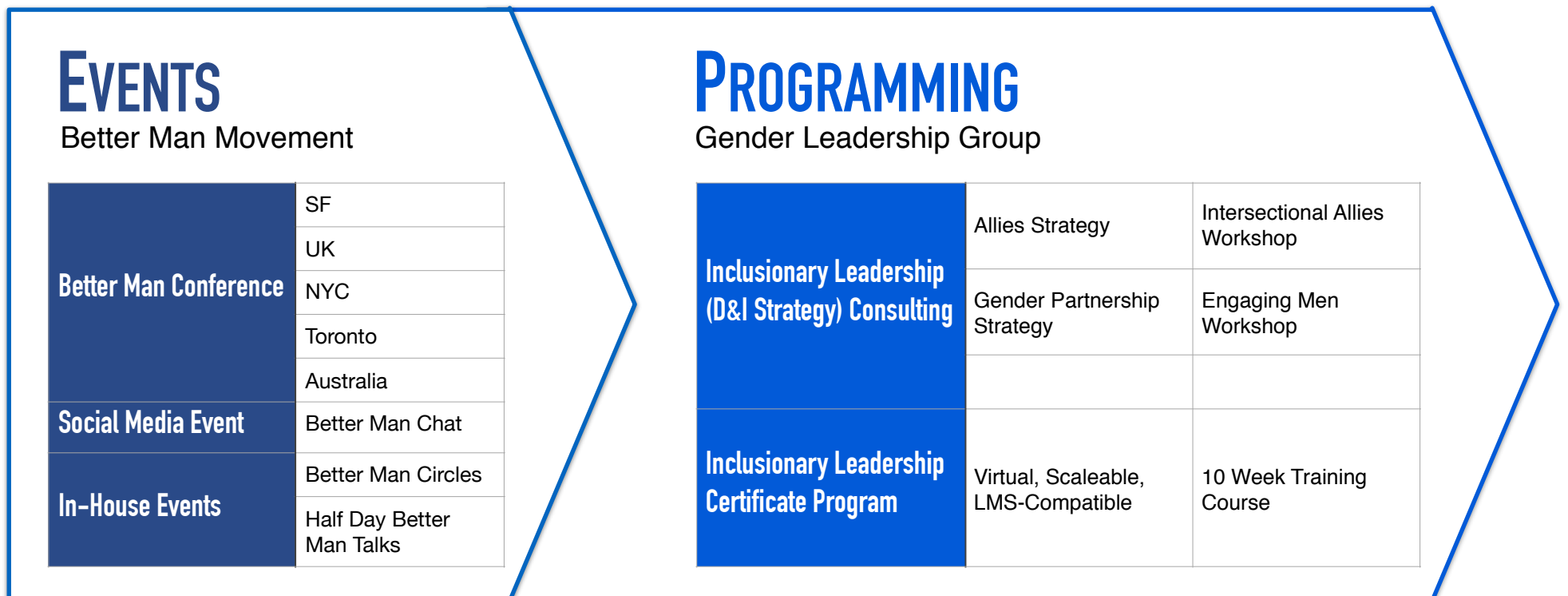


# PLANS FOR THE FUTURE

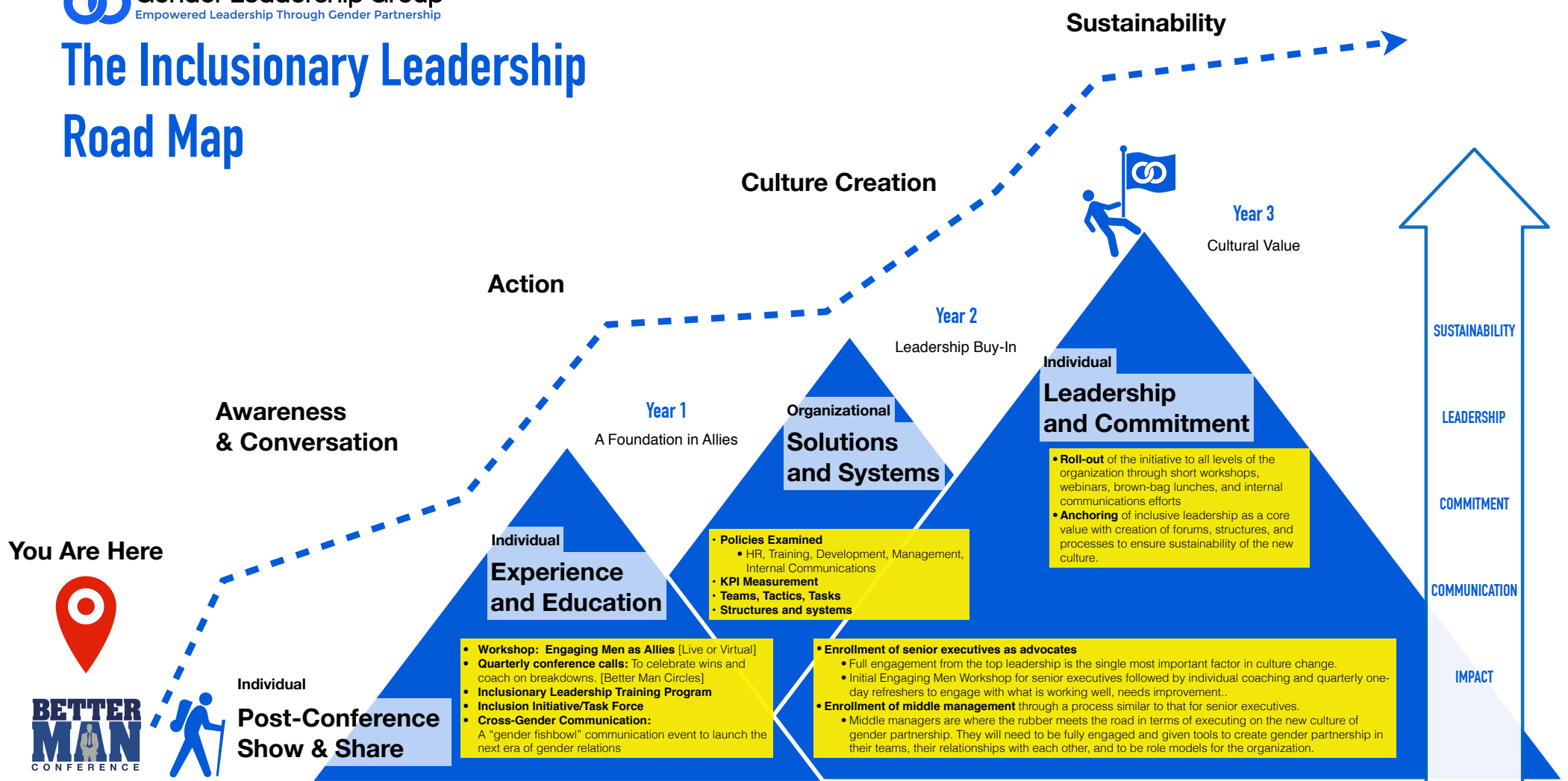
## Where do we go from here?

We presented the Inclusionary Leadership Road Map below which gives granular guidance for next steps, depending on where you an attendee or organization is in your journey.

To simplify the options for ongoing training, you'll see we provide live events and programming that are tailored to each organizational culture we work within. We also now offer a scaleable training program.



## The Inclusionary Leadership Road Map



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# THANK YOU TO OUR SPONSORS

## A note from Ray Arata

When I started this conference, it was with the notion of drawing a line in the sand - and inviting the better nature of male leaders to come forward. I talk often about the power of combining the head and the heart because I think that is what it will take for us to bring our whole selves to our workplace.

This year we grew in both quantity and quality. That's due to your involvement. People came out because for one day, on this stage, they got to see C-Level diversity and inclusion leaders from the most respected and influential companies and organizations in the world speak to a room full of men about our responsibility and our privilege to be part of building a better world for both women AND men.

As leaders in this movement I am honored and privileged to know you.

Thank you for your involvement as sponsors, speakers, panelists, partners and most of all... as allies.

Ray Arata



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