

MARCH 2022

WiB Newsletter

NOVA WOMEN IN BUSINESS

MEMBER'S ACHIEVEMENTS



Marie Rasche

Hosted the 1st DoW interview of the semester while always making herself available and excited with the projects



**Majlen Herrmann &
Diana Ribeirinho**

Created a new format of the newsletter, adding content and signatures to it, contributing with fresh ideas



Laura Krause

Responsible for the IWD campaign in our social media, always showing enthusiasm in every detail thought

WHAT WE DID

Why does Creativity need Diversity? (February 15, 2022)

Many insights were given on the impact that diverse teams bring to companies' final results and the urge to promote them. The event was a collaboration with LGBTQI+ Club and the Nova Creative Hub.

Semester Kick-off Meeting (February 21, 2022)

We've started the Spring 2021 semester with good energy and a full bucket of upcoming events and interesting content. Again, we welcome all new members and look forward to this fresh start with all of you!

Social Media

This semester brought us a new design on our social media- more vivid, colourful and interactive. Moreover, *Testimonials* signature was added, giving the spotlight to the people behind the club: both members and alumni.

SAVE THE DATE

Drops of Wisdom

The 1st DoW of this semester comes out this week! This edition brings Yasmine Ouirhane, the Co-Founder of We Belong, a podcast that aims to amplify the voices of women of colour in Europe and help societies become more inclusive.

Yes She Can- Kickstart your career as a Woman (March 31, 2022 - 5 pm)

Yes She Can panel discussion is back! This session will focus on the Recruitment Process, giving you all the tips you need to succeed.

Training Session (March 28-April 2, 2022)

WiB is going to present for the first time exclusive learning sessions for its members. A unique opportunity to develop important skills for the job market from recognizable companies. Date TBD

Stay Tuned

WiB is preparing many collaborations events (NPC, Católica Equality in Business, Meet Nova Leadership) so keep up with the latest news on our social media.

RECENT ARTICLES

Gender Pay Gap Needs to Rise Up The Agenda of Investors

Disparity is neither sustainable nor conducive to running an effective business. For more and more **investors**, the **payment** of men and women in the business is an **essential information**. One necessary point for narrowing the gap is **greater harmonization** of genders at board levels across the EU. Ursula von der Leyen is optimistic about the introduction of an according EU guideline this year. Moreover, it is important to **standardize the way data** on gender pay is **collected and reported**. (*Financial Times*, 08/03/2022) [Click here to read the full article](#)

Companies with female leaders outperform those dominated by men, data shows

The childcare emergency happening in the UK is supporting women and side lining them in the plans for economic recovery after the pandemic. Anneliese Dodds accuses the government of **ignoring women's needs and concerns** and **data** that shows greater results when there are female leaders on the boardroom. (*The Guardian*, 06/03/2022) [Click here to read the full article](#)

The female CEOs driving success for Fortune 500 companies (and how they use FDI to do it)

An endorsement to female CEO's of Fortune 500 companies and their impact while seating on the board: The article acknowledges Mary Barra from General Motors, the first female chief executive of a major global automaker, Carol B Tomé who gave up her retirement to step up as CEO of United Parcel Service and Safra A Catz from Oracle, the highest-paid female CEO in the US. (*InvestmentMonitor*, 07/03/2022) [Click here to read the full article](#)

11 Ways To Promote A Culture Of Gender Equality In The Workplace

11 members of Forbes Coaches Council teach their knowledge on how business owners can promote gender equality in the workplace. The panel shared their insights in the importance to **#BreakTheBias**, have a **transparent policy** and introduce **regular training** initiatives on the subject in order to achieve the goal. (*Forbes*, 08/03/2022) [Click here to read the full article](#)

11 Incredible Women Who Broke New Ground and Achieved Firsts in Business

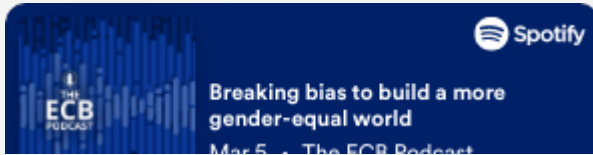
The stories of inspiring female leaders who have changed the game are told. Because even in 2017, **only 6.4 percent** of Fortune 500 CEOs were women and 17 percent of startups were led by female founders. The article talks about Katharine Graham, who took over The Washington Post; Sheila Johnson, the co-founder of Black Media Entertainment Television; Yoshiko Shinohara, Japan's first self-made female billionaire; and Geisha Williams, who led PG&E, among others. (*Entrepreneur*, 08/03/2022) [Click here to read the full article](#)

Jessica Simpson's Billion-Dollar Secret: 'Being Underestimated is a Superpower'

A light-hearted interview with Jessica Simpson in which she talks about how she deals with **anxiety**, how she played "being the joke" and why being **underestimated** is a shield. (*Entrepreneur*, 01/03/2022) [Click here to read the full interview](#)

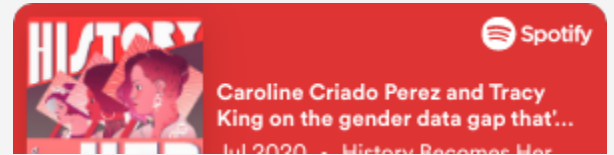
PODCASTS OF THE MONTH

The ECB Podcast



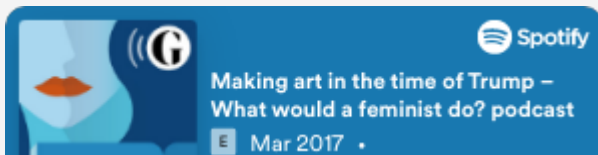
How can we break biases in different aspects of our lives? Christine Lagarde and the LSE Director discuss the impact gender bias has on education, home life, the workplace and leadership.

History Becomes Her



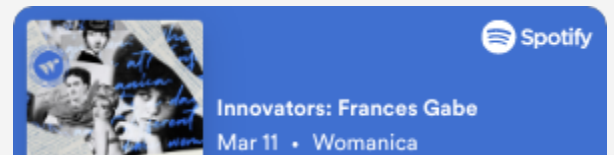
Who inspires the women making history right now? Interviews with women trailblazers, discussing their pioneering work and who paved the way for them.

What would a feminist do?



The Guardian brings interviews, advice and real life stories from the front lines of feminism. It is a place to share questions and thought about everyday issues facing women and feminism.

Womanica



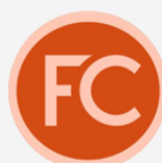
In just 5 minutes a day, you learn about different incredible women from throughout history. It is about women you may or may not know - but definitely should.

ACCOUNTS TO CHECK OUT



Jameela Jamil

[@jameelajamil](https://twitter.com/jameelajamil)



Female Collective

[@femalecollective](https://twitter.com/femalecollective)



Feminist Her Story

[@feminist.herstory](https://twitter.com/feminist.herstory)

FOOD FOR THOUGHT

"The most difficult thing is the decision to act. The rest is merely tenacity."

Amelia Earhart