



OXENTIA

Bringing new ideas to life

Closing the Gap: Empowering Women Innovation Leaders

IEEC 2021, Aston University Birmingham

Oxentia – Our history



1988

Isis Innovation Ltd, the technology transfer company of the University of Oxford is created to manage the research and development of University spin-outs

The name Isis came from the name of the Isis River that runs through Oxford.



2004

Isis Enterprise established to address an increasing interest in technology transfer best practice.

First clients included NERC & the Carbon Trust.



2009

Activities expanded internationally, with clients in Spain, Latin America, and Asia.

In 2015 Isis Enterprise's international achievements were recognised in the presentation of a Queen's Award for Enterprise.



2017

Isis Enterprise is rebranded to Oxentia – Oxford's Global Innovation Consultancy.

About the presenters



Holly Ann Baldwin
*Operations Director,
Oxentia*



Andreea Iacoban,
*Consultant,
Oxentia*

Education

MBA



Henley Business
School

Experience



Operations
Director



Start Up
Consultant



Medical
Devices

Education

MSc



University of
Oxford

Experience



Consultant



Development
Scientist

About this session



Aims

1. Learn about the current context of women innovators and the leadership gap
2. Find out more about Oxentia's leadership programme for women and why we need such initiatives
3. Gain an understanding of the key components of a leadership programme for empowering women
4. Learn about the online tools for facilitating networking and team activities during virtual sessions
5. Share ideas on building networks of innovators and leaders

Structure

1. Summary of key research on women
2. Overview of the *Empowering Women in HealthTech Innovation* programme
3. **Interactive session**
4. Conclusion and Reflections

Women in the Workplace



Women represent around 39% of the (paid) global labour force (McKinsey, 2017: 11)

“In all countries with data, women earn less than men.... women earn less than men, even when they are equally educated, graduated in the same field, have the same number of years of experience or work on the same type of job.” (UN, 2015: 106-10)

Women spend more time on unpaid work (UN, 2015: 111):

- In developing countries: 4:30 hours per day compared to 1:20 hours per day for men
- In developed countries: 4:20 hours per day compared to 2:10 hours per day for men

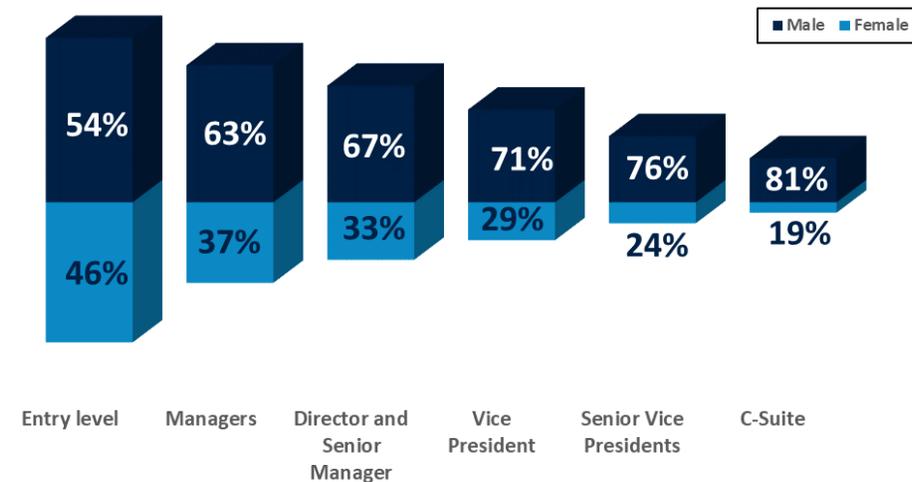


Women in managerial roles

In business and management:

- Globally, only an estimated 25% of managers are women (McKinsey, 2017: 12)
- In G20 countries, women make up:
 - 17% of corporate boards of the top 50 listed companies
 - 12% of executive committees (McKinsey, 2017: 25)
- Women are estimated to account for 4% of CEOs globally (UN, 2015: 118)

Gender representation in the corporate pipeline in 2016 (United States)
(% employees by gender by level)



McKinsey (2017: 62)

Women entrepreneurs



“We calculate that a sustained and concerted effort to help women succeed as entrepreneurs could add around £250 billion of new value to the UK economy, if women chose to start and scale businesses at the same rate as men”

Rose (2019: 18)

In the United Kingdom:

- Women launch business with 53% less capital than men
- Women are less likely to take on debt
- 1% of all venture funding goes to businesses founded by all female teams

Women are:

- Less likely than men to know other entrepreneurs
- Less likely than men to have access to sponsors, mentors or professional support networks
- Less likely to possess entrepreneurial skills
- More risk aware

Rose (2019: 66)

Challenges and opportunities



Challenges

Second-generation gender bias (Ibarra et al, 2019):

- Lack of role models for women
- Gendered career paths and gendered work roles
- Cultural bias linking leadership and 'masculinity' traits

Lack of awareness and support among men (McKinsey 2017: 55):

- 28% of men are unaware of women's difficulties to reach the top
- Lack of commitment to gender diversity among male managers

Career breaks; according to a study reported by Hewlett and Luce (2019):

- Salary reductions on return to work can be severe:
 - 11% for one year or less out
 - 37% for three or more years out

Opportunities

Research shows strong positive correlation between gender diversity at executive level and firm performance (Devillard et al, 2015)

According to McKinsey Global Institute estimates (MGI, 2015:3):

- If women were to participate in the economy identically to men, it could add up to \$28 trillion (26%) to annual global GDP in 2025
- If countries matched performance with 'best in region' countries, it could add up to \$12 trillion to annual global GDP in 2025

Leadership

What is Leadership?

Leadership is the process of influencing others to understand and agree about what needs to be done and how to do it, and the process of facilitating individual and collective efforts to accomplish shared objectives

Yukl and Gardner (2020: 26)

Leadership and management?

Leadership and management are two different and complementary systems of action

- **Management** is about **coping with detail complexity**
- **Leadership** is about **coping with change**

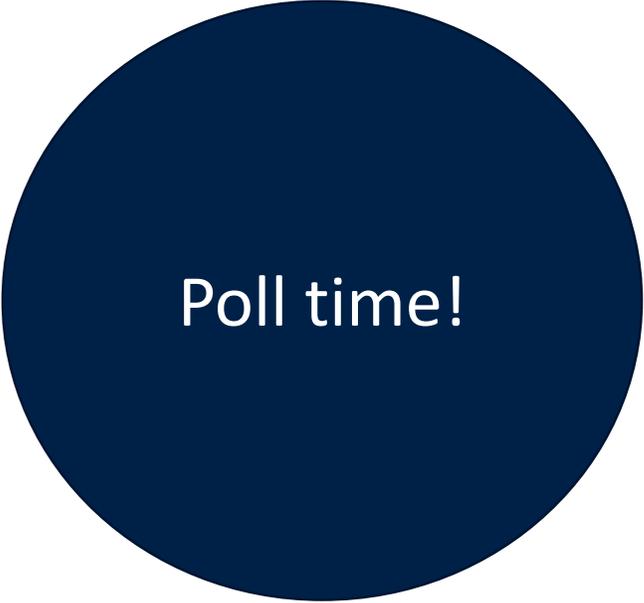
'Leadership complements management, it doesn't replace it'

Kotter (1990)

Do Male and Female Leaders Differ?



Source: McKinsey (2017: 62)

A solid dark blue circle is centered on the page. Inside the circle, the text "Poll time!" is written in white, sans-serif font.

Poll time!

Poll

Which of the following statements is/are true?

- A. Within US corporates, 1 in 4 CEOs is a woman
- B. Globally, about 25% of Directors are women
- C. In developed countries, women work roughly twice as many unpaid hours per day as men
- D. On average, only one in 5 men is aware of issues faced by women in the work environment



Use the chat to choose the true statement

So, why a course for women?



- Content should reflect the needs of the audience and current environments
- As the research shows, women are under-represented in leadership. Supportive opportunities to come, share and learn together are key
- Data indicates women don't have the same opportunities for executive roles or support systems such as role models and sponsors and panel discussions and peer to peer learning is helpful
- Lastly, opportunities to learn and discuss things that are outside the constraints of gender stereotypes is vital

The *Empowering Women in HealthTech Innovation* Leadership Programme



Context: The client, a research grant management organization, commissioned the programme with the goal to upskill female healthcare entrepreneurs involved in projects within their grant portfolio, in skills pertaining to business leadership.

Audience: Women entrepreneurs, researchers and innovators from all healthcare areas, and all ages to apply.

- Aims:**
1. Empower women to enhance their own entrepreneurial capabilities as leaders, ultimately bringing additional value to their organisations.
 2. Develop future leaders who will empower and drive female inclusion and representation within the workplace.

Structure and pedagogy



The course is structured in 3 half-day sessions, based on three main themes:

- **Women as Leaders**
- **Making a Change**
- **Changing Behaviours**

Each 90 min core session was broken down into:

- A training session (40 min)
- An enrichment activity (20 min)
- A guest speaker session (30 min)

Women leaders from a variety of HealthTech backgrounds (business starters, innovation leaders, established academics) were invited as guest speakers and panelists to share their insights and leadership journeys with the participants.

Example agenda for Day 3 of the Leadership Programme

	Session
15 min	Opening and Orientation
90 min	Core session: Enabling Change
15 min	15 min Break
60 min	Panel Discussion: 3 Guests
15 min	15 min Break
30 min	Next steps & Networking
15 min	Closing Remarks

Structure and pedagogy



Teaching Methods

- Blended format of presentations
- Learning management system (LMS)
- Multimedia supporting material
- Enrichment activities exploring participants' own and organisational experience
- Enquiry-based learning

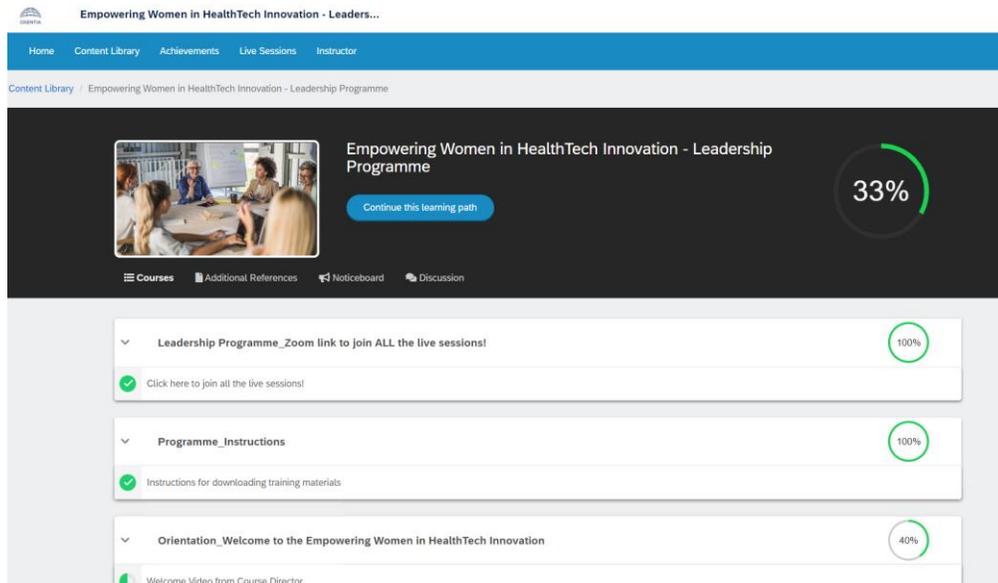
In addition to the teaching methods above, an online learning management system, Oxentia ENHANCE will be used for:

- Announcements
- Accessing learning materials
- Live session video conference links
- Networking
- Online quizzes

Tools and resources virtual sessions

- **LMS** for uploading relevant material, making announcements and monitoring attendance;
- **Programme handbook** for making participants aware of key course information
- **Honour code** for positive learning environment
- **Miro boards** for exercises and networking
- **Zoom breakout rooms** for speed networking and learning teams
- **Whiteboard** for key take-aways
- **Polls** for sharing opinions and knowledge checks
- **Links** to relevant talks and online resources for extra relevant materials

Online tools



Programme overview

Welcome



The **Oxentia learning management system**, ENHANCE, allowed us to share material with participants, collate questions for panelists, promote networking, and start discussion forums.

The **programme handbook** contained important information on delivery structure, course outline, guest trainers and organizers.

Interactive activity

What do you think are the best strategies to support women innovators?



Please use the whiteboard to share your thoughts.

Wrap-up and reflections



- Creating **safe spaces** for women to share experiences and goals with one another
- Hearing from **successful women leaders and entrepreneurs** is hugely inspirational
- **Networking** is very important for both women entrepreneurs and leaders
- **Sense of community** throughout the programme find great value in sharing challenging leadership experiences with others
- **Reflective learning:** many participants found it helpful to reflect on their own leadership style and values

Q&A



Get in touch!



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Any
Questions?