



WNNW

WOMEN MAKING WAVES

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SPOTLIGHT OF THE MONTH

Many across the globe are celebrating the fierce competition and display of true athleticism during this month's FIFA Women's World Cup in Canada. Soccer (football) has never looked so good. In fact, this year is slated to be the most highly viewed Women's World Cup in history, at close to 1 billion viewers. This is up from the 2011 World Cup's reach of 400 million. In the U.S., where soccer is traditionally not as popular, Fox Sports is expected to attract 3.3 million viewers. However, a recent study also shows that women's professional athletes are actually getting less media coverage than they were in [1989](#). That's surprising since the U.S.-Japan finals match in 2011, for example, broke the record for trending Twitter topics with [7,196 tweets](#) per second worldwide.

Still, the World Cup is being relegated in media coverage. One can point to ESPN housing digital content coverage under [ESPNw](#), its women's sports site. On the [CBS sports'](#) website, the Cup coverage is under a "more" tab along with high school sports and horse racing, rather than its own dedicated online hub. To boot, many of the major outlets for sports aren't even offering brackets for the World Cup -- a sacred ritual for millions of fans to participate in the tournament, share their predictions and support their favorite teams.

Despite these challenges in coverage and engagement, there are breakout stars this year that remind us how professional sports help women fight stereotypes, breakdown barriers and celebrate womanhood -- while making their countries proud. For example, in Denmark, [Nadia Nadim](#) went from living in a refugee camp after her family fled Afghanistan, to becoming one of the most revered strikers in the world. She led her adopted country to the final qualifying rounds to participate in the World Cup.

WOMEN BY THE NUMBERS

3.2%

of U.S. sports news shows covered
[female athletes in 2014](#)

2007

the year the Wimbledon tennis
tournament announced it would give
[equal prize money](#) to women and
men

5x

the amount of prize money awarded
male golfers by the male
Professional Golf Association's tour
compared to the amount awarded
female golfers by the Ladies
Professional Golf Association ([\\$256
million v. \\$50 million](#))

WOMEN TO WATCH

Athletes learn teamwork and leadership. These talents can translate on and off the field, and there are many women who are [inspiring examples](#). The first female head of the IMF (International Monetary Fund), Christine Lagarde, was a member of the French national synchronized swimming team. The President of Brazil, Dina Rouseff, played volleyball for many years. In the U.S., former Secretary of State and presidential candidate Hillary Clinton played basketball, soccer and softball and former U.S. National Security Advisor Condoleezza Rice was a competitive figure skater and tennis player.

These talents aren't just found in the public sector. PepsiCo CEO Indra Nooyi played cricket and baseball. Basketball was a college sport for DuPont CEO Ellen Kullman, and co-founder of Marvell Technology Group, Weili Dai, played semi-professional basketball in China. In fact, the study "[From the Locker Room to the Boardroom: A Survey on Sports in the Lives of Women Business Executives](#)," shows that 80 percent of women executives played sports growing up, and 69 percent said that it contributed to their professional achievements.

Clearly, exposure to athletics at any level can make a lasting impression on women and their personal and professional success -- just another reason to cheer on the women of the World Cup this month.

WOMEN IN THE NEWS

Gender-Neutral Toys to Inspire a New Generation

In his capacity at the United Nations studying



*Tennis legend Billie Jean King
(photo via [@BillieJeanKing](#))*

While many eyes are turned towards the premier soccer tournament of the summer, tennis is also in full swing with major tournaments including Wimbledon and the U.S. Open taking place. At last month's TEDWomen conference, tennis legend and social justice advocate [Billie Jean King](#) discussed her legacy and the work needed to elevate women and sports. In particular, she focused on her famous 1973 match against Bobby Riggs, which took place two years after Title IX passed, where she beat the male tennis legend who publically questioned the need for women's tennis. Since then, she has worked on many social

education across the globe, Hai Tiet saw how schools embedded behavioral norms that separated the sexes and often encouraged girls to be more passive and discouraged them from science and exploratory play. Instead of observing and recording this behavior, Mr. Tiet took action and created Woozy Moo, which creates toys that are not marketed to a particular gender as well as special-needs toys that disrupt the basic tools kids use to build their identities. The toys are based on science and data -- what kids need cognitively and emotionally to learn and play. Plus, as an important bonus, the materials are environmentally friendly. (Via [Fortune](#))



Woozy Moo offers no strictly “boy” or “girl” toys

A U.S. Supreme Court Justice’s Film That Truly Stands for Women’s Leadership

In a recent panel at the American Constitution Society, U.S. Supreme Court Justice Ruth Bader Ginsburg revealed that the Hollywood biopic based on her life and legal career, “On the Basis of Sex,” had been delayed because of the potential starring actress and Academy Award winner Natalie Portman’s unique demands. The star refused to begin production on the film until a female director was secured. The wait is now likely over, as the studio is in negotiations with Marielle Heller,

issues and is currently spearheading the [Billie Jean King Leadership Initiative](#) to target millennials to join discussions about leadership and development.

Women tennis players have been raising the profile of tennis -- and women in sports -- for years and securing lucrative endorsement deals as well. With her [20th grand-slam](#) at the French Open this year, Serena Williams is just four wins away from tying the all-time record (currently held by Margaret Smith Court). And last year, Maria Sharapova became the highest-paid female athlete in the world with [\\$22 million](#) in endorsement deals. While this is very notable, it is still in stark contrast to the highest-paid male athlete in 2014, the boxer Floyd Mayweather with [\\$105 million](#).

PURPOSE WATCH

Collaboration for More Green Vehicles



director of the recent film “A Teenage Girl.” (Via [The Hollywood Reporter](#))

Leadership Interventions Needed for Women and Girls

A recent women’s leadership study conducted by accounting firm KPMG found a major contrast between intent and reality when it came to women in the workplace as leaders. Of the 3,000 U.S. professional and college women surveyed, two-thirds aspired to be leaders in an organization, and more than half on a corporate board. However, only 40 percent saw themselves as potential leaders. The study found that the tools needed to develop these future leaders included confidence building, leadership training and the ability to network with other women. These types of interventions need to happen earlier in a woman’s life -- with three quarters of those surveyed wishing they had learned about leadership and been provided with more opportunities to explore their capacity in school at an earlier age. (Via [KPMG](#))



Survey finds two-thirds of women aspire to be leaders in an organization



Major car companies band together to accelerate environmentally-friendly technologies

Innovation often takes collaboration -- and in some cases, can bring competitors together. Recently, major [car companies](#), which made up 35 percent of greenhouse gas emissions from 1990 to 2013 in the U.S., joined together to accelerate their environmentally-friendly technologies, specifically electric vehicles, and bring them to market. A year ago, the electric car company and all-around industry disruptor, Tesla, was the first mover when it shared its patents publically. Since then, BMW has shared its electric vehicle patents, Toyota shared its fuel cell patents and [Ford](#) announced this month that it will license its electric vehicle patents for a fee.

TUPPERWARE BRANDS MAKING WAVES

Continuing the Discussion on Women's Economic Empowerment in South Africa

As you may remember, Tupperware Brands had a big presence at the World Economic Forum Annual Meeting in Davos in January of this year. Tupperware Brands, together with co-host Melanne Verwee, former U.S. Ambassador for Global Women's Issues, and Director, Georgetown University Institute for Women, Peace and Security, convened 42 of the world's leading influencers on women's issues to discuss the role of confidence and its effects on women's financial success across cultures and economies.

The standing-room-only discussion dug into women's confidence and economic empowerment.

This month, the conversation continued in South Africa



Susan Goings meets with Tupperware's Lucia Mohlabi



Netherlands Tops Ranking for Philanthropy

[The Index of Philanthropic Freedom](#), a study from the Hudson Institute to comprehensively examine and rank countries according to their pro-philanthropic policies, named the Netherlands as the top country. The Netherlands was followed by the U.S., Germany, Canada and France. The study measured tax policies including, credits, deductions and exemptions, and the ease of sending money across borders as well as the ease of registering civil society organizations in 64 countries. The lowest scoring nation was Saudi Arabia. [Major findings](#) include issues with cross-border donations -- policies focused on how regulating inter-country money exchange and anti-money laundering have an adverse impact on charitable donations. Secondly, high GDP per capita does not necessarily correlate with pro-philanthropic policies.



where Rick Goings and Susan Goings attended the World Economic Forum on Africa event to continue moving the dial forward around women's empowerment.



Susan Goings with inspiring sales force members in South Africa

The program, with the overall theme of “Then and Now: Reimagining Africa’s Future,” embraced a number of topics critical to women today, from entrepreneurship to education and gender diversity in leadership. And, with the working-age population in Africa expected to double to one billion in the next 25 years, this growth presents a host of challenges but also opens doors and opportunities for women in the workplace and society.

We also took the time to visit our sales force members in South Africa and were lucky to meet some incredibly inspiring women.

- *Busisiwe Maphetle, Avroy Shlain Cosmetics South Africa, Area Distributor:* Busisiwe joined Avroy Shlain in 2012 to assist her son who was pursuing a marketing degree with Direct Selling -one of the practical courses he was required to do. Little did she know how radically this involvement would change her life -- Busisiwe became an Area Distributor (Team Leader) in 2013 after being in the business for only one year. During her first year, she achieved 1,851 active recruits and developed 39 new Group Managers!
- *Lucia Mohlabi, Tupperware Johannesburg, Team Leader:* Lucia came to Tupperware Brands in order to help her brothers and sisters after her mother passed away. When Lucia first began

selling Tupperware, she kept it from her husband as she was concerned about his reaction. But today, her husband gives his full support which is so valuable to her and her family.

- *Ntombi Masuku, Avroy Shlain Cosmetics South Africa, Area Distributor:* Ntombi was involved in a car accident and was unable to maintain her job prior to Avroy Shlain. After joining in 2011, her life began to change when she became a Group Manager in 2012 as realized she could make money in this business and forge a future for herself.
- *Mallen Banda, Tupperware Johannesburg, Executive Manager:* Despite a disability that makes it tough for Mallen to walk, she has never let it affect her outlook nor has she let it get in the way of her long career with Tupperware, which continues to thrive.

As always, you can find more inspiring stories from our women at chainofconfidence.com.



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