

# Leadership and Diversity for Innovation Program

Women's World Banking

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## Challenges

**Social Challenge:** More than 1 billion women globally don't have access to a bank account

**Industry Challenge:** Lack of quality training opportunities for leaders serving low-income clients constrain financial institutions in adequately serving the women's market. Institutions have limited capacity to innovate, manage change and build the talent pipeline for business continuity and sustainability.

## Background

In 2009, Women's World Banking launched a program to develop principled and visionary leaders for the future of the industry. A 30-month external evaluation of this program showed evidence that core management skills and enhanced understanding of the potential economic and social returns from women as a market segment gained during the training linked directly to promoting individual and institutional change. Participants shared stories of personal revelations and transformations, as well as outcomes including promotions, changed practices, better portfolios, or more branch openings.

Building upon the success of the initial program, Women's World Banking restructured the program to focus on driving positive movement toward enhanced leadership and gender diversity at the institutional level and launched the Leadership and Diversity for Innovation Program.

## Countries in which the program is active:

Global

## Goals and Objectives

The goal of the Leadership and Diversity for Innovation Program is to equip leaders of financial institutions with the training and tools for innovation and capacity building to better serve the women's market.

The Program brings together a CEO or senior executive (female or male) and a high-potential woman (selected by the senior executive) from 20 top-performing financial institutions globally. During the course of 12 months, these two 20-person cohorts take part in classroom and remote trainings. Throughout the program each pair of leaders develops and sponsors a strategic business initiative related to serving the women's market in their respective institutions.

## At A Glance

<b>Sector</b>	Empowering Women
<b>Geographical Focus</b>	Global
<b>Number of Countries in which the Program is Active:</b>	Global
<b>Target Beneficiaries</b>	Women leaders and high-potential women working in financial inclusion, CEOs/Senior Executives
<b>Partner</b>	 Women's World Banking
<b>Partnership with Credit Suisse since</b>	2011
<b>Targeted Social Impact</b>	Expand quality financial access for low-income women
<b>Targeted Business Impact</b>	Equip leaders of financial institutions with the training and tools for innovation that will enable them to better serve the women's market
<b>Targeted Key Figures</b>	Train 120 leaders from 60 financial institutions during 3 years

Women's World Banking will partner with both the Wharton Executive Education team and an executive coaching firm to deliver the Program.

The main objectives for this program are to:

- Develop leaders capable of driving innovation to serve low-income populations
- Enhance critical management and leadership skills required to sustain institutional performance
- Create a leadership pipeline of talented women to improve organizational performance and better mirror the women's market it serves; and
- Provide tangible tools to promote and sustain innovation

#### **Planned Program Outcomes**

- Stronger, more gender-diverse financial institutions better equipped to respond to the evolving needs of low-income women
- More customer-centric products and services designed to cater to the unique needs of underserved women customers
- Greater financial inclusion of low-income women

#### **Credit Suisse Employee Engagement**

Credit Suisse employees are able to contribute via:

- Microfinance Advocates Network
- Global Citizens Program
- Virtual Volunteering

Previous contributions have included Global Citizens supporting WWB Asset Management, virtual volunteers assisting with communications initiatives and knowledge exchange via panels and conferences.

Other opportunities for engagement include participation of Credit Suisse staff in panel discussions, virtual conferences and knowledge sharing with senior leaders in financial inclusion.

#### **About Women's World Banking**

Women's World Banking is a global nonprofit organization aiming to give more low-income women access to the financial tools and resources they require to build security and prosperity. For more than 35 years Women's World Banking has worked with financial institutions to show them the benefit of investing in women as customers, and as leaders. We continue to equip these institutions with in-depth market research, with sustainable financial products and consumer education to meet women's needs.

Women's World Banking brings the best of leadership development and organizational diversity initiatives to the financial inclusion sector. They offer executive leadership programs for senior managers of financial institutions, with an explicit focus on building principled, diverse leaders committed to better serving the women's market.

Women's World Banking and the Credit Suisse Microfinance Capacity Building Initiative have partnered to provide access to loans for low-income rural women, to produce a soap opera about financial education for women in Mexico, and to expand the number of girls with access to a savings account in India. This partnership is committed to capturing and sharing best practices for replication.

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