Leadership is our biggest challenge and key to the future

United Nations Expert Meeting
Space for Women

Karin Nilsdotter
CEO & Future Astronaut
New York, 20171005
Mission

• Summary of project recommendations
• Introduction
• The situation
• Recognizing the core issue
• The leadership paradigm
• Project recommendations
• Examples
Recommendations for Space 50-50

- Amateurs
  - Inform, inspire & integrate
- 10 Principles
  - "Space 50-50"
- Leadership
- Forum
- Campaign & Comms
- Build Awareness
- Build Networks
- Build Capability
- Mentoring & Coaching
- Storytelling & Role Models
- Best Practice & Policy
- Training & Internship
- #She4She
- Women's Forum

Leadership Forum & Campaign & Comms

Mentoring & Coaching & Storytelling & Role Models

Best Practice & Policy

Training & Internship

#She4She

Women's Forum
The objective:

How can we build the capacity for a thriving space industry in the 21st century?
The situation:

Fourth industrial revolution.
In an era of disruption, the only constant is change.

Organisations must be agile and have the ability to quickly solve problems and continuously innovate, in order to survive.

The biggest battle is over talent, as the employees' knowledge and creativity are the most important resources.
The strategy:

Fostering an attractive and inclusive environment where diverse teams thrive and propel the organisations ability to solve problems and continuously innovate.

Diversity will create the competitive advantage
The key success factor:

Attracting women and reaching gender equality in the space industry is not only the fair and the smart thing to do, it’s the necessary thing to do.

K. Nilsdotter
Stereotypes and unconscious bias

@IAC, 2017, Twitter

@European Space Agency

K. Nilsdotter
Leadership paradigm

The multiplying leader* – key skills to foster a creative and innovative environment

• Going from being the expert to be the genius maker
• Attracts diverse talent, cultivate new ideas and energy to drive change and innovation

• Amplifies the smarts and capabilities of their employees
• Engaging, empowering, trusting and supporting

• Challenges and give ownership for results
• Gives opportunities instead of direction
• Inspires to stretch employees to deliver superior results

*Liz Wiseman
Google employee's memo triggers another crisis for a tech industry struggling to diversify

A 3,000-word post surfaced last week in which a male Google employee argued that women are biologically incapable of doing a man's job in Silicon Valley. (Marcio Jose Sanchez / Associated Press)

By Tracey Lien and David Pierson · Contact Reporters
For Decades, Crash Tests Only Used Male Dummies: The Result? Women Were Injured and Killed More in Car Accidents

By Sydney Robinson - December 13, 2016

It was recently brought to our attention through an article from the Atlantic that for decades, car manufacturers failed women nation-wide by refusing to accurately surmise the effects various crashes can have on the female body.

For more than 30 years of crash-test-dummy testing, car manufacturers used one standard dummy which was meant to represent the average male body. Manufacturers assumed that the one-size-fits-all dummy would be adequate to test safety and damage for both men and women but that was absolutely not the case.
Space is an industry of firsts, we should lead this mission.

And it should be led from the front.
Key success factors to achieve change*

• The GD/President/CEO and the management have made a clear commitment to the issue, and they communicate that both internally and externally

• Clear and measureable goals and strategies designed for the company’s specific needs, and regular follow-ups

• Change the company culture, attitudes and values

Recommenda8ons for Space 50-50

1. Build awareness
2. Build capability
3. Build network
Recommendations for Space 50-50

- **AMBASSADORS**: Inform, inspire & integrate
- **10 PRINCIPLES**: "SPACE 50-50"
- **BEST PRACTICE & POLICY**
- **TRAINING & INTERNSHIP**
- **LEADERSHIP FORUM**
- **CAMPAIGN & COMMS**
- **MENTORING & COACHING**
- **STORYTELLING & ROLE MODELS**
- **#she4she WOMENS FORUM**
- **BUILD AWARENESS**
- **BUILD NETWORKS**
- **BUILD CAPABILITY**

**SPACE 50-50**
Examples

Some examples where the leadership and management have taken the lead to make a difference on gender equality.

Within government, industry and academia.
UN Women, 20 September 2017:

“By highlighting the linkage between women, peace and security, Margot Wallström has ensured that the international community takes into account the important role women can play in peace building and conflict prevention.

We thank you for truly breaking many ceilings for women around the world”
Creating an equal business culture and practices

Objective
• Empower and increase women in the workforce at Spotify

Action
• Gender equal business practices
• 6 months paid parental leave for both women and men

Result
• Increased talent attraction
• Increased retention
• Increased partnership interest
• ”Humanistic brand”

Video: Isa Notermans, Global Head of Diversity & Inclusion, Spotify at the Nordic event “Parental leave, a key to prosperity – and other true stories: https://www.youtube.com/watch?v=BYtofVoC1k
Overcoming unconscious bias

Women on board

Objective
- Get more women in leadership roles and on executive boards

Action
- Training & coaching women 30-40 yrs
- Appointed to boards and mgt groups

Result
- Battle image of the 60+ man
- Boosted confidence among women
- From 5-10% → 90% women on boards and leadership positions
Industry challenge: more women in leadership positions

Objective
• Turn words into action
• More women into management positions, thereby creating the companies of tomorrow.

Action
• 100 soon-to-be & existing women managers
• Scrutinized the organizations to identify obstacles and opportunities
• Present to mgt group for action

Result
• Retention, attraction & more women in leadership positions
Leadership skills for scientists and faculty

Objective
- Reduce conflict and inefficiency and boost productivity in research teams

Action
- Teaching leadership skills, resolving conflict, foster creativity, coaching
- Diversity as a tool for creativity

Result
- Smooth-functioning and innovative teams
- Growing interest in entrepreneurship

@Nature, International Journal of Science
Promote women leaders and entrepreneurs

**Women Ambassadors – initiated by the Swedish Government & TVV**

**Objective**
- Build a awareness, promote women leaders & entrepreneurship

**Action**
- 800 women selected as Ambassadors
- 7,000 visits at forums, schools and universities
- 130,000 people met

**Result**
- Changing the view of women’s capability and entrepreneurship
- Create a network of and for women
- Connect with young girls and schools and university
Recommendations for Space 50-50

- AMBASSADORS: Inform, inspire & integrate
- LEADERSHIP FORUM
- CAMPAIGN & COMMS
- MENTORING & COACHING
- STORYTELLING & ROLE MODELS
- BEST PRACTICE & POLICY
- TRAINING & INTERNSHIP
- #she4she WOMENS FORUM

10 PRINCIPLES "SPACE 50-50"

BUILD AWARENESS

BUILD NETWORKS

BUILD CAPABILITY

SPACE 50-50