

## More Women in Top Jobs

Achieving the Ultimate Milestone  
on the Journey to Gender Diversity

**Our goals are bold:** to have three female members on every foodservice senior team and board of directors by 2010 and to achieve gender parity on senior teams and boards by 2020. In order to accelerate the natural progress to achieve this critical milestone, WFF has invested in research and programming and strengthened alliances and partnerships with best-in-class organizations.

### Expanded Executive Track Programming

To focus on the unique needs of senior-level (VP level+) members, Executive Track programming and content is now available during our Annual Leadership Development Conference. Executive Track sessions focus on both personal skill development and organizational challenges and include seminars on negotiation and financial acumen.

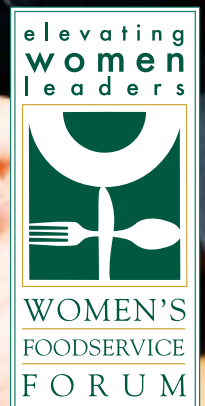
Additionally, an enhanced track of executive programming is based on further stratification and is targeted toward those reporting into the C-suite, in the C-suite and on the board of directors, and to those who have aspirations to get there.

### Development of an Executive Leadership Competency Model

To provide the basis for relevant programming development, WFF (in partnership with Batrus Hollweg International) embarked on determining the core competencies necessary to successfully contribute in executive level positions.

The project began with exhaustive research including review of current competency models and past WFF research. From there, an industry survey was fielded among people representing a broad continuum within the industry, including c-suite and board of director's executives and representing operators, manufacturers, and distributors. Results were added into the existing WFF core competency model for Emerging Leaders by including two additional levels of associated behaviors for the VP and C-suite levels.

The model will be formatted into an online assessment tool to enable members to determine their personal competency gaps.





## Board Readiness

As WFF executive members grow in their leadership positions, corporate board service provides an enriched opportunity to expand their experiences. WFF Board Readiness is a major initiative launched to help respond to the need of WFF executive members interested in board service as well as companies that are interested in improving gender diversity on their boards. Through new comprehensive resources and alliances, WFF executive members can access preeminent governance training and educational organizations to prepare for Corporate or Advisory board service.

A key to promote board-ready candidates, WFF Corporate Board Link includes services that will link members with corporate board opportunities. Today, there are nearly 100 board-qualified women listed in the WFF Corporate Board Link database. Further, to increase the pool of board-qualified women, WFF is conducting board-readiness workshops and other development opportunities to equip women with the tools they need to consider board service opportunities.

## Online Resources

Access to executive programming and board readiness resources is readily available on the enhanced WFF website at [www.womensfoodserviceforum.com/corporate](http://www.womensfoodserviceforum.com/corporate). Members can find up-to-date information and tools, Q&A, alliance and partnership information and tips to prepare your bio for board consideration.

WFF will continue to bring relevant experience and skill enhancing programming and services to our executive level members to deliver against our mission of elevating women leaders in the foodservice industry. If you're interested in corporate board service or know of current or upcoming board opportunities that you would like to see promoted through WFF Corporate Board Link, contact Mary Bentley at: [mbentley@womensfoodserviceforum.com](mailto:mbentley@womensfoodserviceforum.com) or 866 368 8008 for more information.



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