



## ARAB INTERNATIONAL WOMEN'S FORUM

# *WOMEN'S ENTREPRENEURSHIP AS A DRIVER FOR GROWTH AND STABILITY*

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**Make the Difference**



*Why women.....*

*...and how to keep them*



**PEPSICO**  
INTERNATIONAL



**Make the Difference**

# Evolution of Corporate Citizenship and Diverse Workforces



- Correlation between the long term growth and profitability of businesses and the economic health and prosperity of the societies in which they exist
- CSR...not just a moral obligation, but good business sense
- Employees want to take pride in where they work and consumers want to impact the world they live in through the choices they make.. and in line with their beliefs
- Growing awareness of the intricate linkages between businesses and the communities brings a parallel appreciation of the many benefits of diversity in the workplace



# Advancement of Women and Economic Development



- Difficult trade-offs unique to women when it comes to decisions affecting career and family
- Challenges faced at every major decision point on the personal front for “high-achieving” women, including marriage, child-bearing/rearing and even maintaining relationships
- Societal conceptions of gender roles continue to drive expectations on both the personal and professional fronts, impacting how women are viewed and how they view themselves
- Highly-skilled female talent forced to off-ramp or struggling to on-ramp after an exit represents a significant lost opportunity to business and the economy
- Meaningful work-life policies and corporate cultures that understand and embrace gender differences contribute directly to the full engagement of women on both personal and professional levels



## PepsiCo's Corporate Commitment

- Defined by CEO Indra Nooyi as **“Performance with a Purpose”** – an ambitious goal of delivering value to all stakeholders simultaneously by improving the world around us as we improve our financial statement
- Foundation for delivering is in the PepsiCo value system, with deeply ingrained commitments to “sustainable growth”, “balancing short term and long term” and “caring for our customers, consumers and the world we live in”
- Parallel and complimentary commitment to grow and leverage Diversity & Inclusion in the workplace...making sure our people “bring more of their whole selves” to the workplace
- The synergy of the above commitments provides the platform to launch and compass to navigate towards the goal of consistently sound business results coupled with a contribution to social development



# PepsiCo's Approach to D&I



- Diversity without Inclusion does not maximize on the full potential of the organization's most valued resource...its people
- PepsiCo's D&I agenda contributes exponentially to building an organization that is innovative and better equipped to succeed in a diverse and global environment – creating a competitive advantage
- An integral part of this agenda is the recruitment, training, development and retention of high-caliber female talent



# PepsiCo's D&I Journey



- Our goal is a workforce reflective of the societies in which we exist and operate, and in tune with their challenges and aspirations
- Tools include D&I training, work-life balance initiatives, female talent development and mentoring programs
- Evolution of the culture is an ongoing process, bolstered by the unwavering commitment of the leadership on both Regional and Global levels
- PepsiCo female “success stories”, from the engine room to the helm, provide daily validation and inspiration – both within the organization and in the community – generating momentum for the journey and accelerating progression
- MEA Region - the number of female executives in the Region has tripled since 2004 and 43% of recent managerial recruits are females!



And the best news for women at PepsiCo?



Our CEO is living proof that there's no glass ceiling here!!

