

Women in the Innovative Economy

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“It is not the strongest of the species that survives, nor the more intelligent that survives. It is the one that is most adaptable to change.

In the struggle for survival, the fittest win out at the expense of their rivals because they succeed in adapting themselves best to their environment”

Charles Darwin



Innovation

- ▶ The search and discovery of different opportunities
- ▶ Blueprinting these new ideas
- ▶ Implementation to achieve results



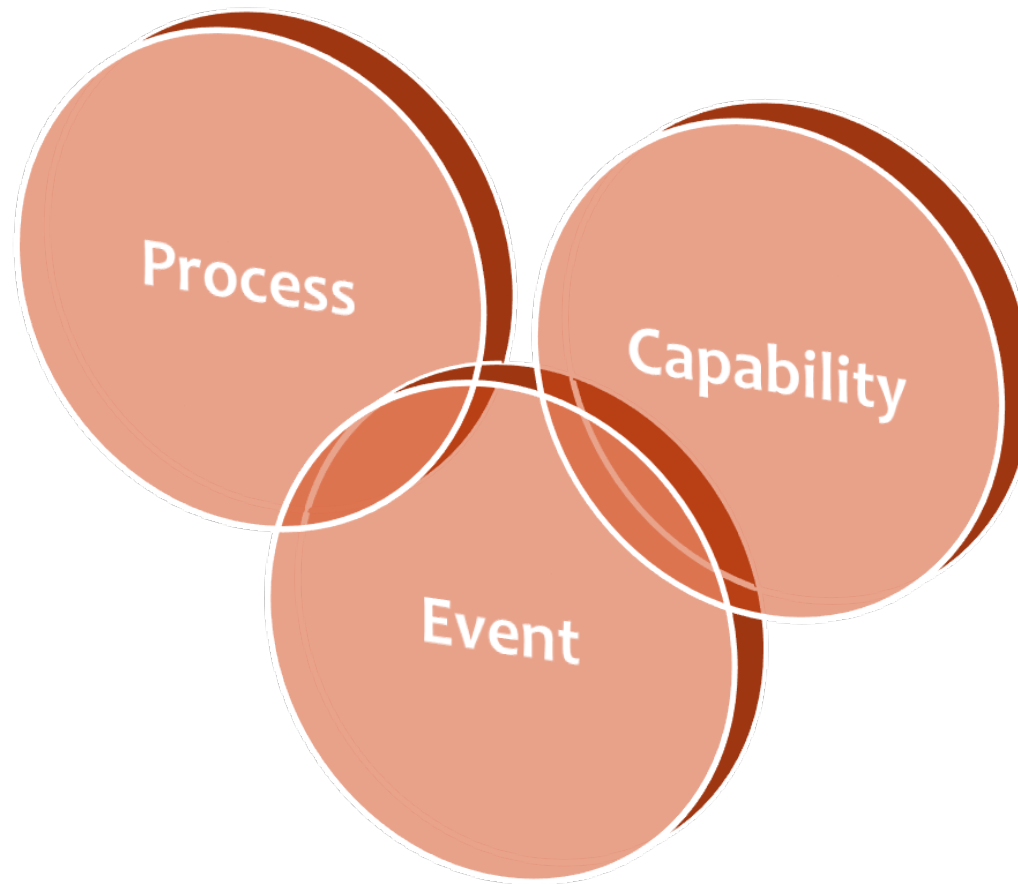
Innovation

“Something
different that has
impact”

Scott Anthony



Levels of Innovation



Gender diversity and inclusion as business strategy

- ▶ Women are estimated to be responsible for **70%** of household purchasing decisions
- ▶ Companies with more women in senior positions typically have **better financial performance**
- ▶ Performance increases significantly once a **critical mass** is attained
- ▶ **50:50** proportions of men and women in teams is a key lever and driver for **innovative process**



Effective leadership styles in the changing economies

- ▶ Uses team building rather than an autocratic approach
- ▶ Asks, listens and discusses
- ▶ Encourages, influences and inspires

Women's leadership style

- ▶ Collaborative, team builders
- ▶ Strong interpersonal skills
- ▶ Resilience in learning from adversity
- ▶ Consensus building approach to leadership



Innovation-driven economy: Singapore

- ▶ To transform Singapore into a vibrant and innovative knowledge economy
- ▶ To overcome Singapore's limitations through innovation
- ▶ To create good-quality and high-paying jobs for Singapore and improve their well-being

Prime Minister of Singapore, Lee Hsien Loong – 2011



Women & Innovation in Singapore

- ▶ **Women in research and science**
- ▶ **Women taking the entrepreneurial path**
- ▶ **Women as leaders**



Thank You