

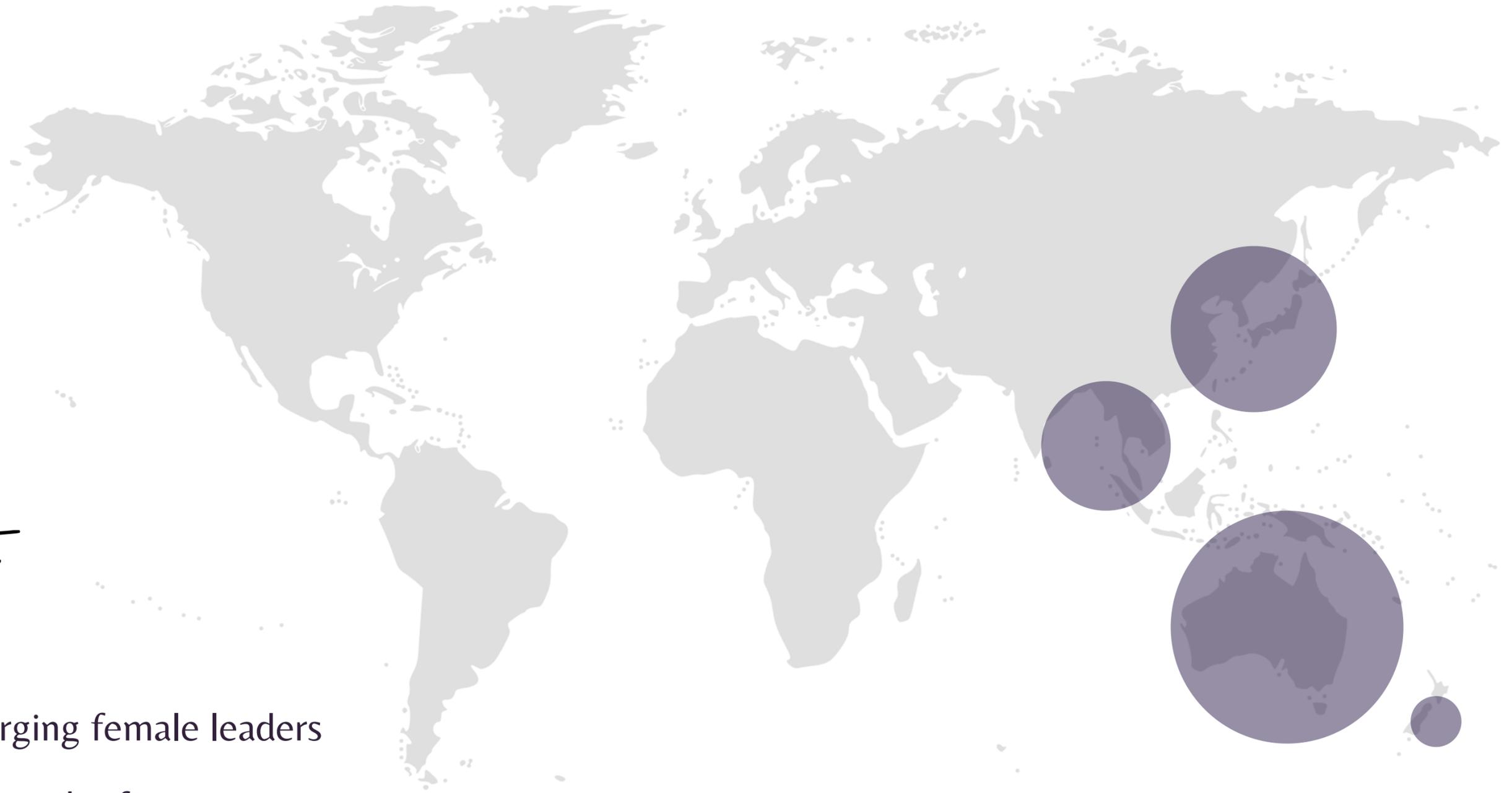


Leading from the

~~boardroom~~

living room

live, unfiltered conversations with global executives



Our impact

- Empowered +5,000 emerging female leaders
- Established an online network of +12,000
- Provided +2,000 hours of leadership development & strategic advisory
- Established an elite network of +700 business leaders globally

With thanks to



our guest speaker, **Managing Director & Senior Partner, Boston Consulting Group Japan.**

Miki joined BCG Tokyo in 1984; returned in 2008 after 20 years in BCG New York. She served as founder of the firm's Marketing, Sales and Pricing Practice Area; Chief Marketing Officer and member of the firm's Executive Committee. Miki holds a BA from Harvard College in Government and East Asian Studies and MBA from Harvard Business School. She is happily married and a mother of 3.

And moderator, **Sarah Liu, Managing Director of The Dream Collective**



Which consumer behaviour trends are likely to stick in the future?

- **Change of lifestyle and eating preferences:** greater focus on health and wellness, appreciation for the "simple things".
- **Shift of routines:** increases in remote working will likely be sustained, impacting daily commutes, school drop-offs etc.
- **Acceleration of digital and new channels:** consumer sentiment reflects an intention to continue online buying behaviour post-COVID.

How does BCG attract and retain female talent?

- **Stay close to the numbers:** from applicants to recruits to promotion to performance. Each number is meticulously tracked for women vs men and other diversity pools around the world.
- **Invest in inclusion efforts, training and research** - we all need to contribute but it's important to understand differences in how we coach/communicate and to set the right environment for inclusive conversations.
- **Deploy flex and feedback measures:** offer part time/flex time; encourage “home” work sharing; active feedback from both mentors and sponsors; support provided before red flag is up.

What is your advice to women who wish to have a family and advance their career?

- Surround yourself with a **strong network and family that supports your career advancement**; with the latter helping with the home responsibilities.
- Rather than aiming for a work-life balance, try to achieve a **work-life blend**, which **fully integrates your work with your life**, rather than separating them.
- **Prioritisation is key**, both in your **personal and professional life**. As well as organising your time to achieve what you need to across both.

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Leading From The Living Room.



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