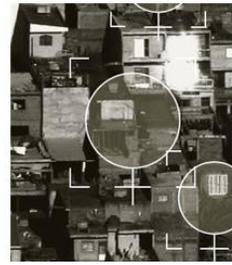
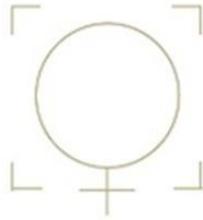
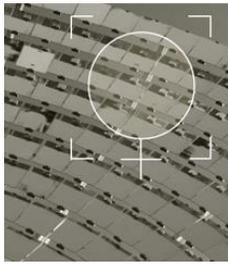


CRITERION INSTITUTE



Women Effect Investments Initiative Convergence XII: Investing with a Gender Lens

Times, Topics, Location, Questions and Participants

Thursday, September 6, 2012

10:15 – 11:30 pm

Conversations – Set A: Necessary Reframes

Conversation Topic	Questions	Participants
<p>Gender as an Opportunity (not a Screen) in Finance</p>	<p>A seemingly common frame is that if you overlap gender and finance you have made the world smaller not bigger. And, not just by half. This session explores the reframe: Gender as an opportunity that actually opens up new possibilities for impact and return.</p> <ul style="list-style-type: none"> • What are the dominant paradigms about women and girls that gender lens investing intersects? • We have found anecdotally that women prefer the term gender and men prefer women. What does this suggest about how language frames our perceptions? • What are the tangible examples that support the fundamental reframe that gender is an opportunity in finance? • What are the rhetorical steps in this reframe or narrative? What points do you have to have made first before they will get on board with the next? 	<p>Jackie VanderBrug, facilitator</p> <ul style="list-style-type: none"> • Connie Evans • Victoria Fram • Bob Pattillo • MaryAnn Fernandez • Heather Van Dusen • Siiri Morley • Allison Pyott • Joe Perara • Donna Morton • Mara Bolis
<p>Finance as Opportunity to Transform (Gendered) Social Systems</p>	<p>Finance is a constructed system as is gender. Shifting the rules in one will have an impact on the other.</p> <ul style="list-style-type: none"> • How do we understand the connection between systems of capital, finance and investing and the social constructions of difference and power? • What are the characteristics of the (gendered) social systems that are most easily affected by finance systems? • What would enable advocates and philanthropists working on gender issues to utilize finance as a tool for systems change? • What are the most common strategies to change gender systems? Are there intrinsic connections that can be made to finance? • What are the realistic, meaningful feedback loops between systems of 	<p>Joy Anderson, facilitator</p> <ul style="list-style-type: none"> • Cheryl Campbell • Calvin Clark • Nomsa Daniels • Sara Day Evans • Catherine Gill • Alexis Ettinger • Kristen Sullivan • Beth Ritchey • Nina Weissberg • Kimberly King • Leslie Cordes • Gabriela C. Antunes

	<p>finance and the material experience of women and girls?</p> <p>“How can we facilitate a cross-pollination of ideas between social systems thinkers and financial minds to imagine and aspire to an application of finance for good?” <i>Alexis Ettinger</i></p> <p>“Are there ways that this work could intersect with more social impact, like reducing homelessness or domestic violence?” <i>Heather Van Dusen</i></p> <p>“How can we as outside actors help support women for whom choice and opportunity are not the norm but for whom an income and economic independence can mean all the difference in their children’s futures?” <i>Maria Bolis</i></p>	
<p>Gender and Women: Identity Play and Material Reality</p>	<p>Gender as a constructed social system, as is finance.</p> <p>Gender refers both an identity, and a system of material conditions. In gender theory these two live in an uneasy relationship. In the context of gender lens investing these point to different change strategies and priorities, and no small amount of confusion.</p> <ul style="list-style-type: none"> • What do we mean by gender? • When is gender the right category of analysis and when should we just be talking about women and girls? • What are the different approaches to gender theory that are useful in the context of investing? • When do gendered identities matter in defining value in investing? • When do material conditions matter in defining value in investing? 	<p>Jennifer John, facilitator</p> <ul style="list-style-type: none"> • Kaliya Hamlin • Meghana Bhatt • Lauren Abele • Neha Kumar • Melanie Hamburger • Sarah Kaplan • Bonnie Foley-Wong • Ross Baird • Julie Hammerman
<p>The Reframes of Impact Investing</p>	<p>In investing, the reality is that all is possible and nothing is guaranteed. We talk about impact and return, both can be positive and both negative. Impact investing as a field has created a rich universe for gender lens investing to draw upon, and sometimes it is also a confining frame. Gender lens investing is not, necessarily, a subset of impact investing.</p> <ul style="list-style-type: none"> • So Impact Investing is the oft thought crazy idea that you can invest and make money and have a positive social impact. What does this really mean? How does this reframe play out in different audiences? • What are the common, powerful reframes of Impact Investing? • When do the reframes of they help with gender lens investing and when do they get in the way? • How is gender lens investing understood if you start within impact investing? What happens from other starting places? <p>“My over-arching focus is on the concept of integrated investing – starting with the belief that investing is by definition a multi-disciplinary activity, connected to everything in our societies and our planet. Starting with this connected viewpoint naturally embraces longer-term, more “true cost/true profit” analysis and decision-making.” <i>Katherine Collins</i></p> <p>“My questions: Whether it’s possible to change capitalism in my lifetime in a positive way; whether we can decouple from the volatility caused by highly correlated, corrupt, centralized markets run by greed and testosterone; whether we can learn to take the long view and help our planet survive as a</p>	<p>Katherine Collins, facilitator</p> <ul style="list-style-type: none"> • Suzanne Biegel • Joanne Norris • Carol Patrick • Margot Kane • Dorrit Lowson • Heidi McPherson • Kathleen McQuiggan • Kath Britton

	viable habitat before its too late." <i>Margot Kane</i>	
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12:45 – 2:00 pm

Conversations – Set B: Power Dynamics in Systems

Conversation Topic	Questions	Participants
<p>The Power of Enterprise in the Context of Complex Systems Change</p>	<p>The social entrepreneur, the innovative nonprofit leader, the local community based effort? These are the building blocks of a new economy. Yet, working at the enterprise level sometimes is challenging addressing the complexity of systems change. How do these questions play out in the efforts to accelerate gender lens investing?</p> <ul style="list-style-type: none"> • How does the distinction of enterprise and system become an issue of power? What are the realities in the different positions? Vantage points? Access to information? • How do these distinctions matter in advancing gender lens investing? • There is a power to seeing the system whole. Who gets to speak for the system and its implications? Is this gendered? • Does women’s power play out differently in these contexts? • What are the pathways for enterprise leader to exercise system level influence or authority? • How can we engage collective power of enterprises in advancing systems level change in the systems and structures of investing, to include a gender lens? 	<p>Jennifer John, facilitator</p> <ul style="list-style-type: none"> • Siiri Morley • Neha Kumar • Sara Day Evans • Lauren Abele • Dorrit Lowson • Kath Britton • Kimberly King • Joe Perera
<p>The Power of a Gendered Identity in Investing</p>	<p>Gender is marginal to investments. Therefore a gendered identity is dangerous. It is dangerous to existing systems in a subversive way and it is dangerous to those leading change strategies that rely on the power of a gendered identity. Identity is complicated, fraught, and fun.</p> <ul style="list-style-type: none"> • Insight and innovation happens at intersections and in margins. How do we capture the power at the margins? • So...really... what does a gender identity in investing look like? What are the different faces of this identity? Which ones have power • Who is actively taking up a gender identity in investing? What does it look like? • How can we make a gendered identity in finance safe? • Do we want gender everywhere, or a gender focus? When? Where? What’s the trade off? • Same question another way... When do we work from within dominant frames and when should we stand separate? • How do we evaluate which identities give us the power to change the rules? • How do we make a gender lens cool? Might we have a meme, here? 	<ul style="list-style-type: none"> • Joy Anderson, facilitator • Catherine Collins • Margot Kane • Heather Van Dusen • Ross Baird • Connie Evans • Donna Morton • Carol Patrick • Alison Pyott
<p>Diverse Points of Influence: Beyond the Box on the Org</p>	<p>There is not yet a defined professional field of gender lens investing. How does that shape where find we have influence and how we exercise power?</p>	<ul style="list-style-type: none"> • Jackie VanderBrug, facilitator • Kaliya Hamlin

<p>Chart</p>	<ul style="list-style-type: none"> • How does power and influence play when the system is not stable, when channels of power are shifting but not yet established? • What is the nature of the different seats and what kind of power do they have to shift move forward the practice of investing with a gender lens? • Do women have a particular capacity to navigate this ambiguity? Do they have particular challenges? • What seats have the most potential, which are constrained? Where are the surprises? 	<ul style="list-style-type: none"> • Gabriella C. Antunes • Melanie Hamburger • Suzanne Beigel • Kathleen McQuiggan • Heidi MacPherson • Nina Weissberg • Mara Bolis •
<p>Standards and Scale: How Gender Lens Investing Defines Norms</p>	<p>The rules of the system get set at scale.</p> <p>And if being the norm, setting the standards is the goal, there are costs and risks attached to that.</p> <ul style="list-style-type: none"> • What structural norms of the systems of capital and investments matter from the perspective of gender? Why? • What are the standards and norms that would have the most leverage to change? • What does it take to change the standards and rules in systems? • What are the costs and implications of working to change norms: Transparency, Cost of reports, definitional challenges • Can we get gender lens investing to scale without shifting standards and norms? • What is the relationship between defining the norms and ensuring impact? Can we have set new norms but not actually affected the reality of women and girls in the world? <p>“What does a roadmap to scale look like for impact investing with a gender lens? We all know the barriers, what are the critical and achievable steps to advance progress?” <i>Kristen Sullivan</i></p>	<ul style="list-style-type: none"> • Beth Ritchey, Facilitator • Kristen Sullivan • Katherine Collins • Sarah Kaplan • Meghana Bhatt • Victoria Fram • Neha Kumar • Bob Pattillo • Nomsa Daniels
<p>The Power of Money v. the Rules of Capital</p>	<p>Money is power. We know that. But when we are told to follow the money, but it doesn't always prove true that when you have found the money, you have found the power. Those who hold the capital, either personally or those who manage it for others don't necessarily control the terms of the capital.</p> <ul style="list-style-type: none"> • Who had power within the systems around money? Who sets the rules? When is it the wealth holder? When is it the manager? The Advisor? Who else? • How do these power dynamics shift decision-making practices? • What is the role of gender in these dynamics? • What are the case studies where capital has shaped social systems? Which of those were examples that brought an effective gender lens? • What are the implications for this power dynamic building out gender lens investing? 	<ul style="list-style-type: none"> • Alexis Ettinger, facilitator • Calvin Clark • Cheryl Campbell • MaryAnn Fernandez • Bonnie Foley-Wong • Julie Hammerman • Leslie Cordes • Joanne Norris

Conversation Topic	Questions	Participants
Design of Gender Lens Investment Products	<p>Design of new financial products (or redesign of financial products with a gender lens) requires a delicate balance between opportunities with constraints. We know why these products are critical, but how do we get there? How do we expand the imagination of what is possible, and more tactically, how do we go about realizing it?</p> <ul style="list-style-type: none"> • How can a gender lens bring possibilities (for impact and value) to fund design? • What are characteristics of the ideal women focused venture or debt fund? • What are the constraints in design that are most common? Just for fun: What would you build if you could choose to ignore a set of constraints? • We seem to be playing in a spectrum “from cheap debt to naïve equity” how do we get to realistic expectations from financial products? • How do we design for both the market of investors and for impact? • How can we include leaders with deep knowledge of gender systems but less knowledge of finance in the process of design? <p>“I see pitfalls in investing as it is currently practiced, regardless of whether it immediately benefits men or women – the short term, immediate profit view without pricing externalities or considering limitations is a threat to the world at large.” <i>Margot Kane</i></p>	<ul style="list-style-type: none"> • Alexis Ettinger, facilitates • Margot Kane • Calvin Clark • Victoria Fram • Connie Evans • Katherine Collins • Bonnie Foley-Wong • Nomsa Daniels
The Role of Philanthropy in the Field	<p>Philanthropy has played a critical role in building impact investing and the same is and will be true for gender lens investing.</p> <ul style="list-style-type: none"> • How would a foundation or philanthropist create a theory of change around their funding? What might be incorporated into the logic model? • How do the skills and knowledge and connections of a philanthropic organization focused on women and girls translate to gender lens investing? Where are the likely gaps? • What are the specific uses and purposes of philanthropy? Where is the highest leverage for philanthropic dollars? • What is the role of giving circles or philanthropic collaborations in this field? • Who are the philanthropic networks, resource organizations who can provide leadership and shared resources? <p>“Where and how much philanthropy is most needed to develop and operate funds with a gender lens?” <i>Joanne Norris</i></p>	<p>Joy Anderson, facilitator</p> <ul style="list-style-type: none"> • Ross Baird • Heidi McPherson • Catherine Gill • MaryAnn Fernandez • Nina Weissberg • Mara Bolis • Carol Patrick • Siiri Morley
Advisors as a Lynchpin for Gender Lens Investing	<p>Advisors are a significant leverage point within the overall system. What is the nature of this leverage point? What needs to be done to take advantage of this opportunity for change?</p> <ul style="list-style-type: none"> • What are the barriers and opportunities in advising around investing with a gender lens? • Where can advisors lead? Where will they necessarily stay in a responsive mode as change agents? 	<p>Jennifer John, facilitator</p> <ul style="list-style-type: none"> • Allison Pyott • Kathleen McQuiggan • Julie Hammerman • Sara Day Evans • Neha Kumar

	<ul style="list-style-type: none"> • What do clients want? What do advisors need? • What changes in outcome or approach when you start with philanthropic advising or financial advising? • Where in the advisor community is this gender lens investing taking hold? Who is in a position to lead? <p>I want to learn more and get real data I can use with both financial and non financial associates regarding impact of gender based investments- soft and hard- on paper and in your soul. <i>Heidi McPherson</i></p>	<ul style="list-style-type: none"> • Melanie Hamburger
<p>Levers and Barriers to Building a Vibrant Field of Gender Lens Investing</p>	<p>This is the delicious space to think about the levers for building the field, rather than the levers for change inside the field (which is the rest of the conversations).</p> <ul style="list-style-type: none"> • What do we mean by field-building? Are the models, research, examples of other successful fields that we can build on? • How do we define the ecosystem of gender lens investing? Are there important boundaries, inclusions? • What would a fully functional field look like? • How would we measure the impact of a fully functional field • Where are the core levers in building the field? • Where are the gaps between here and there? <p>“How do you define the ecosystem for gender lens investing? How do you figure out which levers to pull to build the ecosystem? What are the specific barriers associated with “gender” in this context?” <i>Sarah Kaplan</i></p> <p>A useful definition of a field “Those organizations that, in the aggregate, constitute a recognized area of institutional life: key suppliers, resource and product consumers, regulatory agencies, and other organizations that produce similar services or products.” DiMaggio P, Powell WW. 1991. The Iron Cage Revisited: Institutional Isomorphism and Collective Rationality in Organization Fields.</p>	<p>Sarah Kaplan, facilitator</p> <ul style="list-style-type: none"> • Beth Ritchey • Kristen Sullivan • Jackie VanderBrug • Bob Pattillo • Gabriela C. Antunes • Joanne Norris

9:45 – 11:00 am

Conversations – Set D: Opportunities for Leverage in the Current System

Conversation Topic	Questions	Participants
<p>Changing Women’s Personal Relationship Finance</p>	<p>If we are asking women to take a leadership role in shifting how gender is valued in finance, then we need to examine, address women’s personal relationship to finance. And, in this context, the focus is on the wealth holder, the investor.</p> <ul style="list-style-type: none"> • What does research (and experience) say about women’s experience with finance? • How do we differentiate, likely in a specific context, between stereotypes and useful generalizations? • What are the implications of these common experiences for investing with a gender lens? • Where is there leverage? What mindset(s) that if changed could make a significant difference in the whole? 	<p>Beth Ritchey, facilitator</p> <ul style="list-style-type: none"> • Melanie Hamburger • Suzanne Biegel • Alison Pyott • Bonnie Foley-Wong • Julie Hammerman • MaryAnn Fernandez • Nina Weissberg • Leslie Cordes • Kaliya Hamlin

	<ul style="list-style-type: none"> • Who are the catalysts in a change in an individual’s mindset? • Who can/should be the organizational leaders in sustained efforts in this area? • What are the tool already out there? Are they what we need to also support gender lens investing? <p>“We are really looking to disrupt the investing space—and the philanthropic space—by engaging women with financial resources, strong networks, and diverse professional backgrounds in a women-centric investing model. We want women to become more active participants in the management of their finances and help create capital for socially responsible businesses.” <i>Lauren Abele</i></p>	
<p>Incubators, Accelerators and Pitchfests: Where do all the women play?</p>	<p>The moments when we round up entrepreneurs and either give them money or support are visible moments in the gendered identity of investing. How many women got in, got capital etc.? There is a general consensus that we need to do better.</p> <ul style="list-style-type: none"> • What role do incubators, accelerators and pitchfests play in the gender lens ecosystem? What role is possible? • What is the overall systems change that they make possible? What is the nature of their leverage? What impact do they have beyond the individual participants? • How are these events and programs gendered? What do we know from research and data that is public? What are the stories told? • What are the characteristics that we believe shape whether or not this is a successful experience for women? • Where do women entrepreneurs have the advantage? <p>“If we want to set up structures that encourage/empower women, what do they look like?” <i>Ross Baird</i></p> <p>“Agora is committed to significantly increasing the participation of women-owned or run enterprises in the program— both by fostering strategic sourcing partnerships and by addressing potential barriers to participation for women entrepreneurs.” <i>Dorrit Lowsen</i></p>	<p>Alexis Ettinger, facilitator</p> <ul style="list-style-type: none"> • Nomsa Daniels • Dorrit Lowsen • Ross Baird • Donna Morton • Cheryl Campbell • Sara Day Evans • Kimberly King • Siiri Morley • Lauren Abele
<p>Collaborative Approaches to Moving Assets with a Gender Lens</p>	<p>We’re infusing gender into the capital markets. One capital pool at a time.</p> <ul style="list-style-type: none"> • What do we do with a billion dollars in investable assets? • How do we accelerate the movement of capital? What do the investors need? • How can we approach this in a fundamentally collaborative way? No really. Not just saying will play together, what would deep collaboration look like? • How do we learn together, make collective demands for new products, pool assets when need be? • How do we create products collaboratively with those who want to buy them? 	<p>Joy Anderson, facilitator</p> <ul style="list-style-type: none"> • Kathleen McQuiggan • Catherine Gill • Connie Evans • Heidi McPherson • Katherine Collins • Carol Patrick • Bob Pattillo • Margot Kane • Joe Perera

	<ul style="list-style-type: none"> • How can we learn together <p>A perplexing challenge: We are attracting bigger pools of capital to investing with a gender lens but most of the investment opportunities are direct investments or illiquid funds.</p> <p>If someone asked me for a map to guide them to invest with a more explicit and proactive gender lens, how should I direct them? (How should I direct myself?). Not looking for answers, necessarily, but for better questions. <i>Katherine Collins</i></p> <p>While there is much interest in this topic, why are there still relatively few “investable” opportunities? <i>MaryAnn Fernandez</i></p>	
Gender Metrics	<p>Metrics are a constant thread in the conversation. We need to both determine what counts as a gender lens fund or a company with a gender lens. And we need to think about how metrics support better decision-making around investing and building companies with impact.</p> <ul style="list-style-type: none"> • What is the current state of metrics tools in investing and social investing? What new approaches to metrics are emerging? • When should we shape existing metrics systems and when do we build separate? What is the reasoning? • Where does the data and analysis of gender factor into the current metrics? • With the assumption of what gets measured mattered, how do we read or change the place of gender metrics in social investing? • How do we most effectively communicate impact around gender? 	<p>Jennifer John, facilitator</p> <ul style="list-style-type: none"> • Calvin Clark • Heather Van Dusen • Neha Kumar • Victoria Fram • Ranald Schultz • Sarah Kaplan • Kath Britton • Meghana Bhatt • Gabriela C Antunes

11:15 – 12:30 pm

Conversations – Set E: Structures for Sustained Systems Change

Conversation Topic	Questions	Participants
Change Process to Incorporating a Gender Lens	<p>Whether you are an investment fund, a foundation or an individual investor, what is the common experience of incorporating a gender lens?</p> <ul style="list-style-type: none"> • First is deciding that this matters, that is has meaning and import. How can we get folks on board in those initial conversations? What will it take? • Next, is the process of determining what this means for current practices or strategies? How much change is needed? • Then, one wants to feel like one can do this, that the skills sets are available or in place. How do we equip ourselves or adapt our current skill sets? • And then we move into implementation and feedback loops. How long do we think implementation of a gender lens strategy will take? What are the different scenarios we can imagine? What are the variables? • What, as a field, do we need to be doing to support these processes? <p>How do we have these conversations with audiences who may come from different places of understanding regarding the language? <i>Heidi McPherson</i></p>	<p>Joy Anderson, facilitator</p> <ul style="list-style-type: none"> • Catherine Gill • Allison Pyott • Heidi McPherson • Bob Pattillo • Julie Hammerman • Leslie Cordes • Margot Kane • Cheryl Campbell • Heather Van Dusen • Joe Perera • Joanne Norris
Regional Focus: Building on Local Ecosystems	<p>This session will translate the whole group session into the specific work plans of a Local Ecosystem project.</p> <ul style="list-style-type: none"> • What does the end game look like? What is our vision for how many 	<p>Beth Ritchey, facilitator</p> <ul style="list-style-type: none"> • Bonnie Foley-Wong • Carol Patrick • Suzanne Biegel • Gabriela C. Antunes

	<p>communities?</p> <ul style="list-style-type: none"> • How do we build out the relationship and asset mapping process so that it is a clear, easy first step? • What are the right sets of programs to be focused on piloting? • What would a complete set of tools look like? • What about geographic diversity? We've been largely focused on metropolitan areas but should we broaden? • Who should we be recruiting for the local leaders? <p>"How can we light up activity on a local/regional level whilst connecting to the global whole" <i>Suzanne Biegel</i></p>	<ul style="list-style-type: none"> • Sara Day Evans • Kathleen McQuiggan • Melanie Hamburger
How Field Building Organizations Work	<p>That unique beast. The field building organization. What is and how does it work?</p> <ul style="list-style-type: none"> • What are the tangible differences between an organization doing field building work and other organizations? Are their unique challenges? Opportunities? • Does the work around collective impact help here? What are those experiments teaching us? • Who are the other field-building organizations actively building this the field of gender lens investing? Are there particular ways we need to work together? • What do we need to be learning from each other? 	<p>Jackie VanderBrug, facilitator</p> <ul style="list-style-type: none"> • Ross Baird • Alexis Ettinger • Dorrit Lowsen • Connie Evans • Sarah Kaplan • Nomsa Daniels • Nina Weissberg • MaryAnn Fernandez • Calvin Clark • Ranald Schultz
Communications and Curation for Gender Lens Investing	<p>This session will dig into the project for building a communications and messaging plan for the field overall.</p> <ul style="list-style-type: none"> • What does it mean to build a communications plan for a field? • How will that plan be different than a plan for a specific organization? • Who are the leaders in communication and what role should they play in design? • What does success look like? <p>"Is this interest in women, investing, philanthropy, business and corporate life just the flavor of the month? Is gender lens investing a concept here to stay with 'legs' into mainstream?" <i>Joanne Norris</i></p>	<p>Jennifer John, facilitator</p> <ul style="list-style-type: none"> • Neha Kumar • Lauren Abele • Kath Britton • Meghana Bhatt • Kaliya Hamlin • Siiri Morley • Donna Morton • Kimberly King

1:30 – 2:45 pm

Conversations – Set F: Our Path to Impact

Conversation Topic	Questions	Participants
Models for Field-Level Leadership	<ul style="list-style-type: none"> • What are the models of field-level leadership available to individuals? • What are the shared experiences? • What are the practices of leadership that matter? • How can we brand our styles of leadership? • What are the structures we create, engage to support our own 	<p>Bonnie Foley-Wong, facilitator</p> <ul style="list-style-type: none"> • Jackie VanderBrug • Lauren Abele • Suzanne Biegel • Dorrit Lowsen • Allison Pyott

	<p>leadership?</p> <ul style="list-style-type: none"> • How can we support each other? <p>What are some of the issues that have come up, will likely come up, etc along the way? How can we support each other in this endeavor and how can we measure our success in a way that opens the field up to less risk-taking individuals? <i>Lauren Abele</i></p> <p>How do women in different parts of the world harness their collective brainpower, resources and energy to make a difference in the lives of women? <i>Nomsa Daniels</i></p>	<ul style="list-style-type: none"> • Bob Pattillo
<p>GLI GOAL: The Possibility and Potential Impact of a Setting a Shared Target</p>	<p>Does this effort need a goal, a campaign with a target? This is an often debated topic that this conversation will weigh in on.</p> <ul style="list-style-type: none"> • What would be the expected or desired impact of that goal? What do targets or goals • What are the characteristics of that goal? • What is a reasonable goal? What would be an audacious goal? • Who would maintain the goal? • How would we ensure transparency in reporting? • What would be required for a particular goal to have desired outcomes? 	<p>Alexis Ettinger, facilitator</p> <ul style="list-style-type: none"> • Catherine Collins • Connie Evans • Nomsa Daniels • Calvin Clark • Leslie Cordes • MaryAnn Fernandez • Victoria Fram • Julie Hammerman • Sarah Kaplan • Neha Kumar • Joe Perera •
<p>What do we do with all this Excitement? Translating Excitement into Something Tangible</p>	<p>You know the story, you meet someone and they get all excited about the idea of investing with a gender lens.</p> <ul style="list-style-type: none"> • How do you read excitement, honestly? What are the signs for whether excitement can find real legs? • How do you capture people in their moment of excitement? What do they need or want to experience next? • What are the gateway drugs for gender lens investment that translate excitement to addiction? • How do people simply get their feet wet? • Who are the people who field excitement, can be the stewards of the next steps for new folks? What do these leaders need? • What should we track on excitement? Metrics on interest and commitment to action. What might we learn? • How do we (with care) communicated and attend to the costs of excitement? Excitement is fun, but can create waste? <p>“How can we move from creating interest in the conversation and awareness and acknowledgement of the issues, towards moving capital in an active way?” <i>Suzanne Biegel</i></p>	<p>Joy Anderson, facilitator</p> <ul style="list-style-type: none"> • Carol Patrick • Ross Baird • Sara Day Evans • Kaliya Hamlin • Meghana Bhatt • Siiri Morley • Nina Weissberg
<p>Systems and Support for Involvement in Women Effect Investments</p>	<p>Criterion is powered by the amazing volunteers and organizational partners who make our projects work.</p> <ul style="list-style-type: none"> • What are the core motivations for showing up around field building efforts? What drives commitment? • What are the most effective recruiting and engagement strategies? How do we invite? • What should be the principles that define the relationship? 	<p>Jennifer, facilitator</p> <ul style="list-style-type: none"> • Kimberly King • Gabriela C. Antunes • Lauren Abele • Cheryl Campbell • Heather Van Dusen • Donna Morton • Heidi McPherson

	<ul style="list-style-type: none">• What does Criterion have to get right to scale the number of volunteers?• What are the differences in the experience or expectations for individual and organizational partners?• Who does this best? Who are the organizations we should want to emulate?	<ul style="list-style-type: none">• Calvin Clark• Margot Kane
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