

Gender Parity Collaborative – Executive Interview

Thank you for your interest in participating in a Collaborative interview.

Objective:

Leverage high profile Collaborative members to increase external (outside the internal Collaborative community) visibility for the Collaborative and showcase its member companies and executive champions. The Collaborative's current interviews can be found in the Members Spotlight section of our website: <https://genderparity.hbanet.org/whos-involved/member-spotlights/>

Promo/visibility channels:

- Collaborative's website
- Collaborative's LinkedIn page
- HBA's website and social channels
- Share with HBA media partners when appropriate and relevant
- Collaborative members' social channels
- Collaborative members' website

Interview Guidelines:

1. Please find a list of 12 questions on the following page. The HBA encourages Collaborative executives to answer as many questions as possible so that we can build a robust content library, however we would appreciate that a minimum of 5-7 responses are provided so that we can format into an article-type feature to showcase your organization's involvement.
2. Along with responses, please also send a high-resolution (300 dpi) image of the interview subject so that we can include in the article and in social media graphic.
3. Please send your completed interview to genderparity@HBAnet.org. Thank you!

(see next page)

QUESTIONS:

1. Why was it critical for your organization to be involved in the Gender Parity Collaborative?
2. As the first industry consortium working to accelerate systemic change, what will lead the Collaborative to measurable positive outcomes?
3. Of what current company gender parity initiative are you most proud?
4. As one of your organization's leaders, why are you personally committed to advancing gender parity in the workplace?
5. Why has it been necessary to create the Collaborative—this first ever industry consortium?
6. What makes this consortium unique compared to other initiatives/investments happening in your own organization?
7. How does your participation in the Collaborative complement what you are already doing?
8. How has your company benefited from the Collaborative discussion forums with like-minded industry peers?
9. How have you benefited professionally from participating in this consortium?
10. How have you leveraged leaders in your organization to contribute to the consortium strategy, thinking, and focus?
11. What's the benefit of having both talent leaders and business leaders contribute to the consortium priorities?
12. For companies who have yet to join, what do you think they're missing out on?

GOAL

Accelerate our community's transformation towards gender parity—in order to achieve better business results.

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