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The logo for the Women Initiative Foundation is centered on a dark blue background. It features a white graphic of a staircase on the left and right sides, and the text "WOMEN INITIATIVE FOUNDATION" in white, uppercase letters in the center.

WOMEN  
INITIATIVE  
FOUNDATION

## Editorial

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"We're back after the summer break energized by Californian vitality and exciting projects in the Bay area.

Our Stanford program in July made up of 40 women from 15 different countries was a great success. The decision to mix international start-ups with more established growing companies enabled both groups to mutually support each other.

Our global circle of entrepreneurs now has 120 members and we see business flows developing between them and even equity investments being made. Not to mention the special friendship that's has grown for them and for us!

That's why we're going to set up the Foundation in California with an unstoppable team, Nolwenn Godard and Odile Roujol, two amazing women with remarkable careers - and with the support of our local sponsor, Bank of the West.

Another important subject for WIF at the end of the year will be completing our survey of 4 global companies - *L'Oréal*, *Engie*, *BNP Paribas* and *Oracle* - and notably their management practices in France, Italy and Germany. We'll publish our conclusions and recommendations with CentraleSupélec and share our findings with Stanford's Clayman Institute.

Finally, we have lots of events planned in France, in Canada and in the US, which will help us to relay the Foundation's

## Martine Liautaud

# Mentee news

## Sibylle de Villeneuve

Founder of RAOUL, a media relations and e-influence consultancy



After 20 years working in communication agencies specialised in new technologies, constantly rubbing shoulders with entrepreneurs, Sibylle de Villeneuve set up Raoul in 2013.

At the time, her client Annie Combelles, founder of Inspairit and a mentor on our mentoring programme, strongly encouraged her to take the leap. When Raoul celebrated its 3<sup>rd</sup> anniversary, Anne introduced her to Martine Liautaud and invited her on the WIF programme. Sibylle was supported and counselled by her mentor Eve Magnant, VP at Publicis Group. It meant that Sibylle could discuss her business challenges, her development options and her management style, at any time and in total confidentiality.

In July, and again thanks to the Foundation, Sibylle took part in the 2017 Women Executive program at Stanford, an intensive week of study and discussions with 30 women entrepreneurs from around the world

In the end, a common denominator emerges: the power and courage of the women, their ability to discuss ideas and support each other, and finally the lack of confidence that often prevents them from reaching higher. Living the experience together forged strong bonds and fostered a powerful international network.

Inspired by her week at Stanford and motivated by meetings in the Californian tech ecosystem, Sibylle de Villeneuve now intends to contribute to promoting France in the much anticipated but also feared development of Artificial intelligence. She will help Gregory Renard set up a French Think Tank with researchers and entrepreneurs. Advocating ethics above all, the body will set out to raise the general public's awareness of AI issues, to encourage institutions to train students in the IT professions, and to support organisations in making the transition.

At the same time, Sibylle continues to reinforce her team (a dozen consultants today) so she can support

(12 countries represented). During the week on the campus, participants gain insights from the best lecturers at the Stanford Graduate School of Business.

The program alternates theoretical input with workshops that enables participants to test out new ideas, but also to discover different cultures and new ways of working.

> If you're interested in our mentoring program, please fill out the application form to become mentee [here](#), and mentor [here](#).

the best French tech start-ups.

To learn more about Raoul agency, [click here](#).

## Focus

### The WIF studies

*In March 2018, the Women Initiative Foundation will publish the findings of its first two studies, launched last June. The studies will deepen our understanding of the hurdles and stereotypes that still hinder women's careers.*



The first study measures the degree of gender equality in the workplace in 4 international companies: BNP Paribas, Engie, L'Oréal and Oracle. The survey questioned men as well as women managers in these companies.

The second study focuses on men and women entrepreneurs and identifies the obstacles and stereotypes that entrepreneurs meet as their company grows: cashflow management, management style adopted, etc.

Both studies are being conducted across three countries: France, Germany and Italy. The results will enable us to highlight and compare practices that differentiate one country from the other.

> To find out more about WIF studies, visit the dedicated page on our website by [clicking here](#)

# Calendar

## Coming up soon

**September 18th: International Women's Forum (IWF), Montreal, Canada**

> Opening of the 2017-18 season with Martine Liautaud and Madeleine Féquière, the new president of IWF Canada



**September 19th: Diner with the Women Initiative Foundation, St. Regis Hotel, New York**

**October 5th & 6th: Women's Forum**

> Access the programme and registration form on the event's website by clicking [here](#)



**October 9th: "Women entrepreneurs" lunch in partnership with Croissance Plus, a BNP Paribas-organized event at the Orangerie museum**

> Theme: "Leading is anticipating: how can you future proof a company?"



**October 10th: Lunch to promote the Stanford Entrepreneur Program at Schiaparelli.**



**November 16th: Women Initiative Foundation and BNP Paribas evening around the "Variation" exhibition organised by Anne-Cécile Worms, Art2M**



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