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EVOLVEHER LAUNCHES NEW WORKSHOP: INVOLVEHIM POWERED BY WET CEMENT AND B2 ADVISORS

New Workshop Series for Male Business Leaders Aims to Drive Equality for Women in the Workplace

CHICAGO, IL (June 26, 2018)– Today, EvolveHer, a creative co-working space for women, announced the launch of [InvolveHim](#), a new workshop for male business leaders and change agents powered by Wet Cement and B2 Advisors. The new workshop will help attendees understand how they can serve as allies in the women’s equality movement. Led by Wet Cement’s Jennifer Willey, in partnership with EvolveHer’s Alicia Driskill and B2 Advisors’ Bridgette Blake, InvolveHim will provide participants with a deeper understanding of the barriers holding women back in the workplace and how male leaders can develop a more inclusive culture that drives business results.

“Over the past five months we have had so many men raise their hand and ask how they can support our mission and help level the playing field for women,” said Alicia Driskill, founder and CEO of EvolveHer. “With the #MeToo and Times Up movements we’ve seen the power of uniting together and raising our voices, and we believe to move forward as a society we need to partner with our allies to drive true change.”

While diversity in the workplace has increased substantially over the past several years, change within mid-level, senior executives and corporate boards has stalled,¹ despite numerous studies indicating the social and economic benefits of a diverse and inclusive workforce. Research shows more inclusive companies have a 2.3x higher cash flow per employee over a 3-year period². In addition, studies show gender diverse teams make better business decision 73% of the time, while all-male teams do just 58% of the time³. The positive impact of an inclusive workforce is clear.

“Leaders must understand their current work climate, the barriers holding women back and its impact on the workforce in order to develop an inclusive culture,” said Jennifer Willey, founder and CEO of Wet Cement. “This unique workshop will provide male leaders with the tools they need to empower women in the workplace, create more collaborative, communicative cultures and create greater success and satisfaction amongst their teams.”

¹ Oxford Economics. *The next-generation executive: How strong leadership pays off in the digital economy*. Leaders 2020, 2016

² Vijay, Shrawini, Singh Hemdeep, Bersin, Josh. “Bersin by Deloitte 2015 High-Impact Talent Management Report.” *Global Human Capital Trends 2015 Leading in the new world of work*, Deloitte University Press, 2015

³ Larson, Eric. *White Paper: Hacking Diversity with Inclusive Decision Making*. CloverPop, 2017

"I believe that the majority of men in the business world are dedicated to creating equal and empowered organizations ...they also want to create unparalleled success,' said Bridgette Blake, founder and CEO B2 Advisors "InvolveHim is meant to help male leaders understand how creating this type of environment will accelerate their overall growth at a much greater rate - who wouldn't want that?"

InvolveHim is designed to drive greater success for leaders by creating a more inclusive culture. By combining the unique perspectives of women business leaders, industry data and proprietary Wet Cement insights, participants will obtain the tools needed to establish an action plan to achieve greater success while inspiring, engaging and empowering their teams. The InvolveHim workshop will:

- Address barriers to women's advancement on numerous levels and how to overcome them – along with how to encourage confidence, productivity and effectiveness of the team
- Discuss how communication challenges, including meeting interruptions, disempowering language and vocal trends, can stunt collaboration and confidence
- Learn how to design a strategic, personal "Board of Directors"--providing women employees with access to mentoring, networking and guidance to encourage growth and career development
- Provide a platform for honest dialogue among male leaders to help create collaborative cultures that drive happy employees and the bottom-line.

The first InvolveHim workshop will be held from 6 p.m. CT to 8:30 p.m. CT on Tuesday, June 26th, 2018 at EvolveHer- 358 W Ontario St, Chicago, IL 60654. Tickets are priced at \$50 and available for purchase [here](#).

To register for InvolveHim and learn more: An EvolveHer workshop, Powered by Wet Cement & B2 Advisors visit: <https://evolveher.community/en/events/view/616036421/involvehim-an-evolveher-workshop-powered-by-wet-cement>

About EvolveHer

EvolveHer is a creative workspace designed for evolving women to come together, connect, and find their purpose. The 5,000 square foot loft in the River North neighborhood of Chicago is designed to inspire creativity and foster collaboration amongst women through shared workspace, events, and workshops. For more information please visit www.evolveher.community.

About Wet Cement

Founded by sales and communications strategist, Jennifer Willey, Wet Cement is a premiere consulting, coaching and training firm offering gender equity, sales and communications, growth planning, and sales onboarding solutions for organizations within the HR, Marketing/ Advertising, Technology, Publishing, Health and Government industries. For more information visit www.wet-cement.com.

About B2 Advisor

B2 Advisors is a consultancy focused on helping both large scale corporations and entrepreneurs understand and position the value they provide, develop their business and partnership strategies, and drive sales marketing and enablement. B2 was founded by Bridgette Blake, a 20-year sales, marketing and business development leader for both startups as well as Fortune 100 companies within the media and technology industry.

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