



International Women's Day 2018

Our pledges to #pressforprogress



I'll press for more women in PR **to take on leadership positions** via my role as President of Women in PR and continue to ensure Golin has one of the most progressive workplaces in our industry.
Bibi Hilton, Managing Director, Golin



I'll push our more junior female leaders **to be more confident.** One of the critical tools this next generation of women needs to truly change the game is to exude confidence. I know they have it in them!
Renee Wilson, President of the PR Council



I'll **invest my time** into the German chapter of GWPR, helping many more women including future leaders to connect with each other....
Cornelia Kunze, President, GWPR, Deutschland



I'm promoting the idea of **job sharing** in the workplace for women (and men!) who need flexibility to manage family obligations...
Talia Beckett Davis, Founder, Women in PR, Canada + USA



I'll help colleagues to learn to **believe in their potential**, to find fulfillment in their job and in their personal life.
Carola Salvato, CEO Havas Health, Italy; Founder GWPR Italy



I'll encourage women to **stand up for their rightful position as leaders** and not to take no for an answer.
Donna Zurcher, Managing Partner, Instinctif Partners



I pledge to **strive for the most fair and balanced workforce.** But to do that, we have to work harder to retain women in our industry..
Rachel Friend, CEO, Weber Shandwick, UK



This year **I'm on a mission to stop 'mansplaining' in its tracks** - not rudely, but by quietly insisting that it is a barrier to inclusivity!
Kathryn Partridge, Global Head of Corporate communications, Tata



I'll **build in reflection time at work**: how am I doing right now, am I having the impact I intended to have, what adjustments would I need to do better?

Sabia Schwarzer, Global Head of Communication, Allianz



I pledge to **help the women I meet find their voice, believe in themselves and to take risks** – even if they are only small. We need to be masters of our own destiny – starting now !

Alison Clarke, Alison Clarke Communications



#payitback

Mary Whenman Director, Communications and Marketing, British Business Bank



My pledge is to **listen more**. We all talk too much sometimes. So, listen 50% more and talk 50% less will be my pledge and my advice.

Loretta Ahmed, CEO, Middle East, Turkey and Africa, Grayling



It's a great time to be a girl and I pledge to play my role in keeping the momentum that has begun – **let's not lean in, let's change the system**

Michelle Hutton, European COO, Edelman



My pledge is to **not only talk about progress but push for progress actively** every day. It's not what we say, it is what we do that matters.

Tiffany Guarnaccia, CEO, Kite Hill PR, and Founder Communications Week



I'll encourage people to become **responsible digital citizens** and to navigate their relationships carefully between physical and digital space.

Rianette Leibowitz, Writer, TV and Radio Presenter; Chair, PRISA



I want to encourage businesses to be **much more flexible in their working practices**, so women are better able to manage both being a mother and having a career.

Angela Oakes, Cofounder and Joint President, GWPR



I'll use the networking platform we have created in GWPR to **help more women have a real stake in the future development of our industry**.

Sue Hardwick, Cofounder and Joint President, GWPR



I will try even harder to **vocalize new ideas, raise concerns and stand up against the status quo** for what I know is right and better when it comes to gender balance.

Charlotte Witte, EVP, Brand Transformation EMEA, Prime