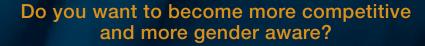# GENDER SMART ARENA

CAPITAL

Capital devotes to financial resources and means that business models become richer by being more inclusive. The resources are centred around human behaviour and actions. It is a matter of distributing and using resources efficiently, without being hindered by stereotypical filters. Capital may enable people to take actions and to ensure that employees reaches their greatest possible potential, for the benefit of both the company and its customers.

CULTURE

Culture relates to the core values of your companies and organisation, the foundation of ideas, norms and actions. Culture provides order and coherency, helping people collaborate on matters both small and large. It is important to build an inclusive culture, which is forward-thinking rather than an exclusive conservative culture that may hinder our ability to come up with new ideas or use resources adequately. An inclusive culture stimulates productivity and growth.

COLLABORATION

Collaboration is a matter of working together with others to acquire resources, and to develop and market innovative offers to customers. Collaboration happens both externally and internally, within companies and organization. It enablesthe design of new, innovative offers, reaching out to customers', selling products and services, servicing products and generating revenue. Looking beyond stereotypical filters enable building inclusive collaboration.

RICHER BUSINESS MODELS

Do you want to become more competitive and more gender aware?

COMMUNICATION

Communication concerns the channels used and the ability to make offers attractive to customers. It enables companies and organizations to reach out and reach through to customers. Communication and culture are closely related, as communication plays an important role in shaping and signalling company identity and core values. Communicate inclusively!

COMPETENCY

Competency is about acting consciously to see current and potential human and social resources and deciding to look beyond stereotypical ideas on competencies, networks and what generates value! By including a more diverse group of people, your offer becomes sustainable and relevant to as broad a target group as possible.

CUSTOMER VALUE

Customer value is what you offer your customers. Your customers must see your business model as something valuable. An inclusive offer builds trust with customers and signifies to them that the company can provide them with what they want and need.