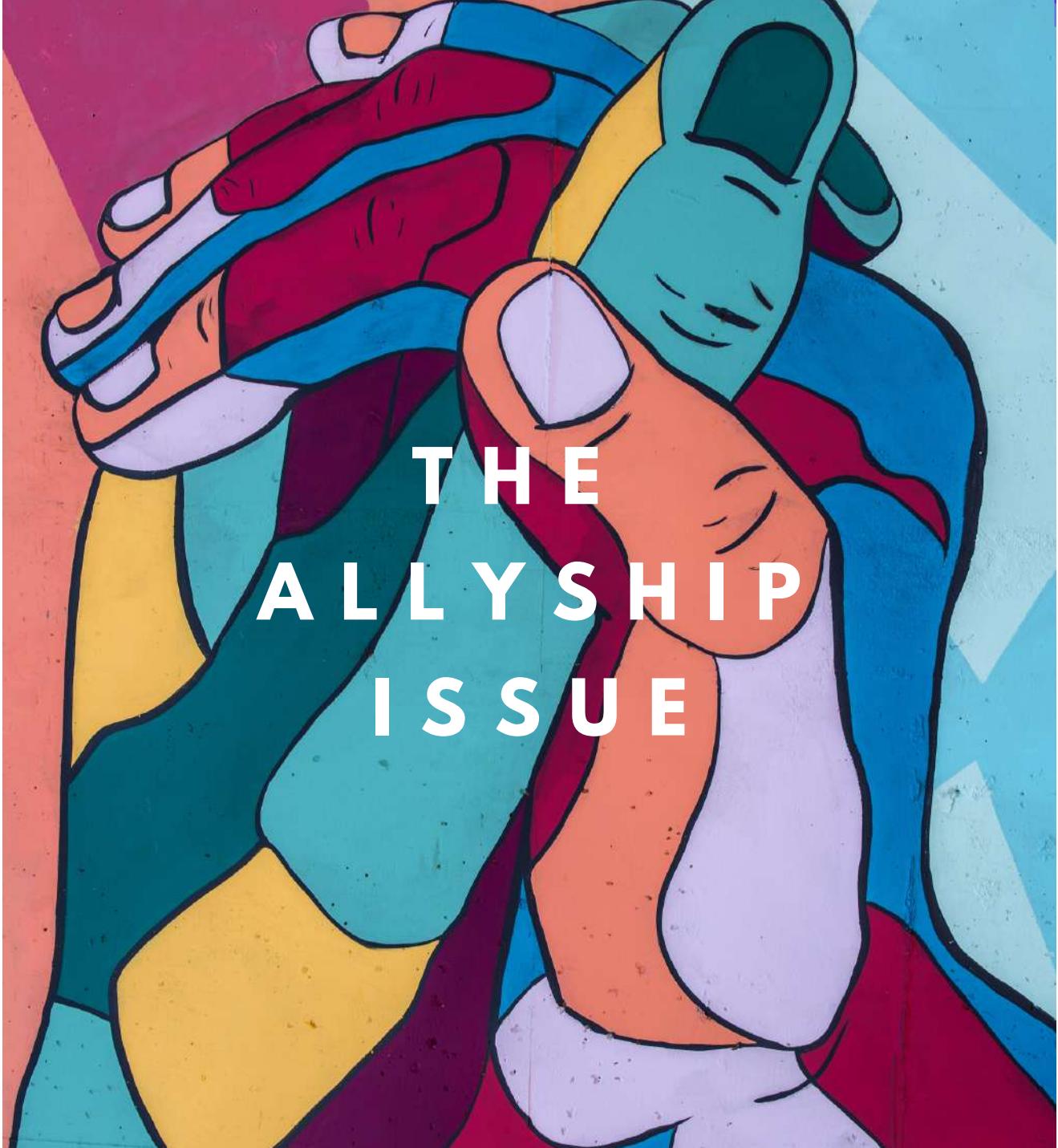


NOVEMBER 2021 | J21 EDITION

WIL MAGAZINE



THE
ALLYSHIP
ISSUE

THE 101 OF BECOMING A SOLID ALLY | INTRODUCING THE HEC POLE PREVENTION TEAM
| IN CONVERSATION WITH GE BRAZIL CEO | I GOT AN OFFER! | MUCH MORE INSIDE

WIL MAGAZINE

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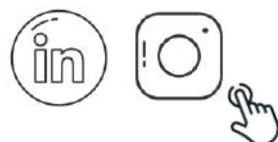
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WIL is an official professional and social club within the HEC Paris MBA Program.

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IN THIS ISSUE



01 FOREWORD

**02 THE 101 OF BECOMING
A SOLID ALLY**

**05 MEET THE HEC
PREVENTION TEAM**

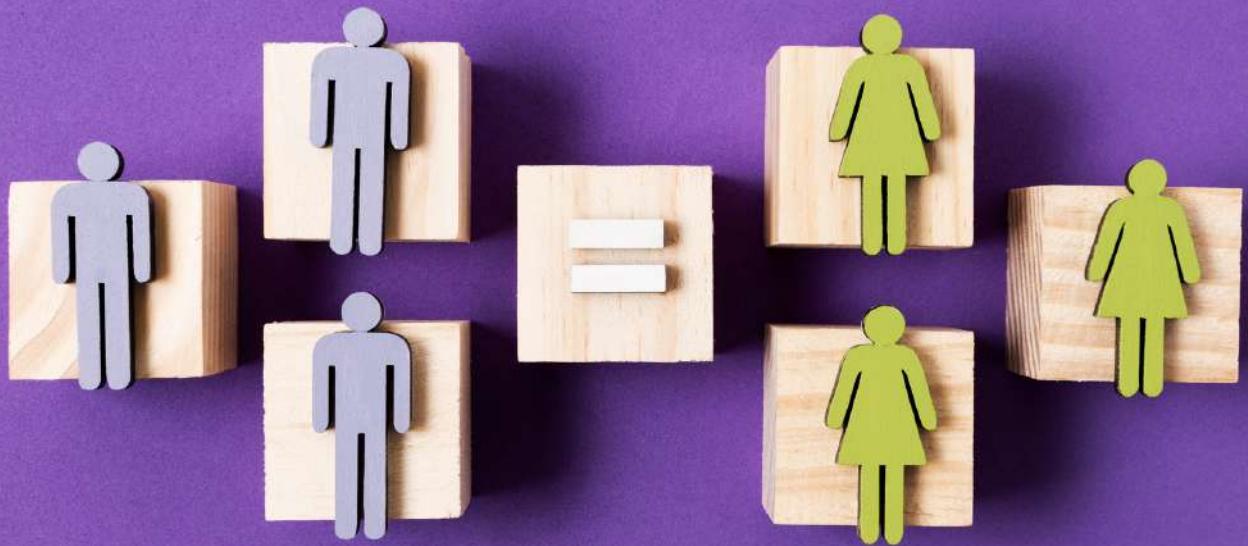
**07 INTERVIEW WITH GE
BRAZIL CEO,
VIVEKA KAITILA**

**11 SECURING AN OFFER
WITH BAIN**

**14 WIL MEETS MARIE-
CHRISTINE COISNE-
ROQUETTE**

15 WIL RECOMMENDS

**16 WIL DECEMBER
CALENDAR**



FROM THE EDITOR

Dear readers,

We are pleased to share the November edition of the WIL magazine. This month, we focus on why allyship matters and how we can be better allies in promoting gender equality in the workplace.

We feature Viveka Kaitila, CEO of GE Brazil - an inspiring business leader, mother, breast cancer survivor, and gender diversity advocate.

As the class of 2022 counts down to graduation, we celebrate our club member who landed her dream job. We also spotlight the HEC Prevention Team taking on the crucial challenge of preventing gender-based violence on the HEC Campus.

A big thank you to all our contributors for this month. Thank you for sharing stories that inspire others.

We hope you enjoy reading this magazine as much as we did creating it. Remain inspired!

Folasade
FOLASADE OWOEYE
EDITOR IN CHIEF





THE 101 OF BECOMING A SOLID ALLY

BY JONATHAN ATTARD



In the fight for woman empowerment, I've long struggled to precisely define male allyship and the actions one can take to influence the situation positively. How can men act or make an impact while truly understanding the needs of women in a professional or social setting and respectfully push for change or move the needle in the right direction? In my opinion, being a faithful ally to women goes beyond worn-out clichés such as "I'm a feminist, We're all in this together, My mother (or father) taught me to respect women, etc.". I was using these phrases in the past too.

Allyship is a journey during which you need to push yourself to learn as much as you can. You'll need to understand the issues clearly to be an efficient member. It would be best if you aimed at building supportive partnerships. Maybe your network or social capital can help, but don't assume that it will; ask the question first. You take all the experience you gain from your interactions with women, women's events, or initiatives to become a versatile and efficient ally who's not afraid to upset the status quo. The journey is never-ending, I am no expert, and I'm still on the learning path.

LISTEN, BE OPEN MINDED AND EDUCATE YOURSELF

Like any other question you need to answer or a problem you need to solve, it starts by listening: keep your ears open and your mouth shut. It will force you to understand the struggles of your female peers truly.

Be open-minded and try to understand why some situations feel uncomfortable, unfair, or infuriating. Then get the information at the source; it will help you be in your female peers' shoes. I asked my wife to tell me about these things, and I started noticing behaviors that could be avoided, even within our group of friends.

Providing informed allyship is the best way to make a difference. It's commendable to say that you want to be part of the change, but will you serve a purpose if you are unaware of the main issue? Instead, learn and take on the role of a catalyst!



READ THE SITUATION AND AMPLIFY GENDER PARITY

Listening will help you understand what actions you need to take. But remember, this is not YOUR fight. You are not here to take over the movement and heroically lead the change. You are an ally, the one who knows how to read the room before speaking or making recommendations.

Your job is to help amplify gender parity efforts, not steal the thunder. Don't expect to be recognized as a "Champion" or get special recognition.

We must stay humble and focus on what will work for women at the workplace or in everyday situations. Don't hesitate to ask how you should act in a particular setting. Aggregate that knowledge and gain experience as an ally.



OVERCOME YOUR IGNORANCE AND BUILD A COMMUNITY OF ALLIES

Keep in mind that the road to allyship is not always easy. You will get backlash, and you might be perceived as a threat or even called a wimp, even a traitor (true story). As men, I understand that allyship can go straight to our egos or make us question our involvement. Research has shown that zero-sum perspective individuals perceive men who participate in gender parity as less competent. So, you will eventually face these struggles at some point or another. I could give you a very sophisticated way to deal with this, but I won't.



Personally, I just ask myself: "what will keep you up at night? Giving up fighting for equality or giving in because someone thinks you're a wimp?" Answering these questions are easy (for me anyway), and I quickly move on to something else. If any of us is serious about becoming an ally, we should all have our reasons for doing it which can not be rattled with basic taunting.

Nonetheless, I am sure that with the more men embarking on the ally-ship, the more power we'll have to push for the change, to support half of the world's population... which is far from nothing!



GET TO KNOW JONATHAN ATTARD

JONATHAN ATTARD (J21) IS A GUEST WRITER FOR THIS MONTH'S WIL MAGAZINE. HE IS PART OF THE MBA CLASS OF 2022 AND ALSO AN ADVISOR MEMBER OF WIL CLUB

A FORMER ENGINEER WHO IS A STRONG SUPPORTER OF WOMEN IN LEADERSHIP "WOMEN EMPOWERMENT IS THE FOUNDATION OF GREATER EQUALITY AND SUSTAINABILITY. ONLY UNITED CAN WE MAKE IT HAPPEN"

INTRODUCING THE HEC PREVENTION TEAM

INTERVIEW WITH DAWSON JOPE, MBA J21

If you missed the presentation made by the fantastic Prevention Team on the 9th of November, we've got you covered! We caught up with Dawson Jope one of the core members of the Prevention Team and here's what we found out.

Can you tell us more about the Prevention Team and what you are currently working on?

The Prevention Team is a student-created, student-led organization focused on student safety and well-being on campus. Our core mandate is to address the reality of sexual harassment and assault on campus by empowering students to better understand the context within which it can occur, prevent it when reasonably possible, give students the tools and awareness to help themselves, create a campus-wide network to help those who need it, and create space for open and honest discussions around what is often a complex topic.

Why is it so important to activate the prevention team now more than ever?

There's no better time than now. We started to self-organize over the summer as more and more students became aware of a recent and grave sexual assault allegation in the MBA. The fact that there was another very serious

allegation in November, only days after we announced our presence, further reinforced the campus-wide need for culture-change and improved understanding around the topic. If that wasn't enough, the fact that 45% of women in the MBA program have reported experiencing at least one incident of sexual harassment further proves the point.

To what extent can the prevention team elevate allyship on campus and later in students' future workplaces?

One of the best things we can advise students to do is to apply to join the Guardian Angels program and become a member of the Prevention Team. As a Guardian Angel, students receive training from professionals to develop specific skills to help mitigate and/or potentially prevent situations of sexual harassment and assault. Being able to recognize and address these situations is a life skill that can help increase the safety and well-being of everyone.



What is the long-term vision of the Prevention Team to keep the wheels turning?

Long-term, we have one core objective: student safety and security. The reality is, when you admit students from six different continents and dozens of different countries, you create a unique melting pot of different cultural backgrounds. If you are not careful, you can also create a tremendous space for potential cultural and interpersonal misunderstandings.

Many students in the MBA felt that the program had not yet done enough to address the diversity of backgrounds and perspectives on campus. Cross-cultural understanding will only continue to grow in importance as the world continues globalizing. Understanding and navigating cultural diversity is only one piece of the puzzle: people's requisite emotional intelligence to excel in the modern world. And we are currently focusing on one of the most critical and foundational parts, sexual safety and understanding. To put it simply, we are here to make sure that a world-class program is being held to a world-class standard.

We owe it to all current and future students of HEC that this organization provides the best possible experience for all who choose to come here.

Join the Guardian Angels program and become a member of the Prevention Team:



Pole prevention

A student-led, student-run project with the explicit purpose of combatting sexual harassment and violence in the MBA program.

Our purpose

We aim to prevent future incidents of sexual harassment and violence by promoting a respectful culture and preparing our community for business life.

You can count on us.....

If you ever feel uncomfortable in any given situation. We are available any time to fight unwanted behaviour. You can call for a friend, or as a witness. A complaint does not imply that the HEC staff be informed, and never without your consent

Sexual Harassment

Sexual harassment may be defined as unwanted sexual advances or sexually suggestive statements.



MEET DAWSON JOPE

My pre-MBA work experience is primarily in developing regions with little oversight. I worked on various strategy and implementation projects in Sierra Leone, Iraq, and Rwanda. I like to spend time with my friends, play music, read non-fiction, and work out in my free time.



INTERVIEW WITH GE BRAZIL CEO, VIVEKA KAITILA

BY NICOLE ZANDONA

Elected one of the 500 most influential people in Latin America in 2021 by Bloomberg, the President of General Electric (GE) in Brazil, Viveka Kaitila talks about her trajectory and the importance of diversity, and gives advice to future women leaders from around the world.

Throughout your life, you have been exposed to many different cultures and a great diversity of people. How did these elements help you to build your profile and career path?

When I was only four years old, I moved to Brazil, but I am actually from a traditional Finnish family. In Finnish culture, girls are raised to be independent right from an early age. My parents always taught me to be independent, have my career, and think about other aspects of adulthood from an early age.

My parents enrolled me in a British-curriculum school in São Paulo. I could not speak English or Portuguese, but I was thrilled because it helped me start developing this ability to adapt to different places, different cultures, and respect other people. I can say that since I was a child, I was exposed to several differences, and I learned to see differences in a highly positive light, learning from what others could teach me.

I ended up switching to an American-curriculum high school, and I decided to go to the United States to go to college.

Again, I was strongly exposed to the American culture, which is very different from the English, Brazilian, and Finnish cultures. These changes made me realize how different people are, not only from a cultural point of view but also from an individual point of view. After university, my first job was in a Brazilian company, and once again, I experienced a difference in culture. I had never had much contact with the Portuguese, despite living in Brazil for so long. Subsequently, I followed my career in multinational companies, first in Bank of America and then in GE, where I remained and where I was exposed to a diverse workforce. My current boss is from Dubai; his predecessor was from China, and before that, I had an American boss. So, it was a way to keep exposing myself to these cultures, for which I'm very grateful.



You have already mentioned in some other interviews, that when you arrived at GE, the company did not have many female employees, nor women in leadership. How do you see the evolution of the company in this regard?

I remember my first day on the job. I was selected to work at GE Capital, GE's financial services area. There was not a single woman in a leadership position in the entire area. Even in the industrial side of GE as well, I believe that maybe there was only one female leader in HR.

That day, I remember coming in to work and I ran into two men, who were wondering why I was there and asked, "Are you the new English teacher?" That was their reaction back then.

I was fortunate to have a very positive experience working with strong women leaders at Bank of America and had led several high-stakes projects myself, often with only male team members. So, I didn't feel awkward taking on leadership roles. I was able to confidently respond to those men that "No," I wasn't the new English teacher; I was the new leader of one of the departments at GE Capital.

Gradually, new women leaders began to emerge: one in locomotives, another in healthcare. This gave me strength. It is refreshing to have someone you can connect with, be inspired by, and grow together. Unfortunately, there were sectors in which GE operates that were predominantly male, so we started to do much more work to increase diversity. First with a leadership program for recent graduates, then a program for more experienced talents. I had the honor and joy of being a sponsor of the program for a given tenure. Eventually, we reached 50% of women, and we subsequently started working on including other types of diversity in the company.

In addition to developing an incredible career path, you became a mother at a very young age. How did you navigate early motherhood and building a lasting career?

It was a whirlwind! I married at 21, three weeks after graduating from college, and soon after, my parents returned to Finland. I had my son at 23. It wasn't something planned, but today, I am grateful. When my son was born, I was alone here in Brazil, working during the day with no family around to help and doing my graduate studies at night. I chose to leave work to take care of my son until I finished my course, and after that, I returned to the job market.

Thankfully, I found a temporary job opening at the Bank of America. I liked the company's culture and the project, so I applied, despite it being a 90-day job. I firmly believed that I would be able to convert the temporary position into a stronger opportunity, and at the last minute, I was given an offer. I made it very clear to my boss that I had a long-term career plan with the bank, and I ended up working with the bank for six years, a career-defining experience.

In 2015, you received a life-changing breast cancer diagnosis. How did you deal with this critical challenge?

I have a degree in Applied Mathematics, and I have always been very rational. Of course, I went through many emotions, but I dealt with it as one more project. This more rational thinking has helped me to cope better with this challenge.

I had a routine checkup scheduled, but I ended up delaying it for four months. I never do this, but I ended up postponing at that point a few times until I felt I could no longer postpone it. I had to cancel a trip to Rio de Janeiro to attend the exam, and at the checkup, we found something suspicious. The week before Christmas, I found out I had breast cancer. The very next day, I already made an appointment with the doctor and made all the arrangements I could for the next three days. Having some data and facts and knowing what the treatment would be like helped me get rid of the anxiety.

The week I discovered the disease, I was supposed to meet my new boss. I was sincere and direct in saying that I could not give him the appropriate attention because the priority at that time was to find out what was happening.

In fact, I've always been very transparent with my team, and I learned a very valuable lesson from that: being transparent makes people understand you better. I didn't change my job, I kept working, but I got a lot more support. I saw that everyone on the team took more responsibility; everyone supported me. They told me stories of acquaintances who beat cancer (which helped a lot emotionally). Feeling this affection helped me a lot in the process, especially since I have no family here besides my son.

Anyway, the shock is so big because you never think it will happen to you. That is why all should perform the exams. It is very important! Because the sooner you find out, the higher the chance of healing.

I dealt with cancer as a project. I did the surgery in January and then started performing the radiotherapy. For 5 years, in fact, I did my part in the treatment: doing all the tests and taking the medicine, until in April of that year I was released from the treatment.

Do you have any advice for future women leaders from around the world?

People must have the courage to follow the career they want and go through the challenges that will arise. It is also essential to know that we all have a support network, both on a personal and professional level. This helps us to overcome our challenges more easily.

But be brave and be authentic. I started my career trying to be someone I wasn't: I tried to be more masculine, I thought I had to dress and behave in a certain way. But deep down, when you can be yourself, you open communication, and you can be a much better leader.

Continue studying, improving. Only with knowledge will you continue to be up to date and that way you can grow persistently in your career.



Product manager and product development specialist with experience in both digital and industrial products, **Nicole Ferro Zandoná** is a project leader with 8 years of experience in tech, agribusiness, education, and industry. A member of the S21 MBA cohort, she enjoys football and writing.

FROM MBA TO BAINIE: LANDING MY TARGET ROLE

Interview with Yasmina Atallah, MBA J21

Hello Yasmina, you are among the latest MBA cohort to get a full-time role with Bain. Can you share with us your strategy to get into consulting from day 1?

My journey into consulting was quite specific. In December 2020, I applied through HEC to the Bain "Lead to Inspire Fellowship" and was selected from hundreds of applicants to be part of the program. The fellowship aims at developing leadership skills for women through direct mentorship with Bain consultants, who share their consulting experience with the participants. The fellowship also guarantees an interview for internships or full-time roles. So, I knew I had an interview with Bain early on and started preparing as soon as I got here.

What interested you most about Bain?

Other than being one of the top consulting firms, my interest in Bain was mainly driven by two aspects:

1. Their collaborative culture: "A Bainie never lets another Bainie fail" is mentioned in every Bain event I attended. I believe that this collaborative culture is a key pillar in the development of Bainies and the company's success.

2. Their social impact mission: I had the chance to learn more about these projects through several discussions with friends at the Dubai office. Bain's involvement with people impacted by the Beirut blast is exceptionally dear to my heart, given that I am a survivor of this traumatic event.



How did you prepare yourself for consulting?

There are three aspects to cover when prepping for a career in consulting:

1. Case cracking: This takes patience and practice! By the time I applied to Bain, I had done more than 65 cases, and most of them were with my consultant friends.

2. Behavioral fit: This is as crucial as the cases prep as it provides candidates the opportunity to stand out and prove that they have both the technical and soft skills to work in consulting

3. Networking: You need to know the company you are applying to, their culture, the industries they cover. It is also a chance to get referrals for some companies.

What were the differences between the 1st and 2nd rounds of interviews?

Each office has its own process, which is typically communicated by HR.

In my case, for the MEA offices, round 1 consisted of 2 interviews with managers and senior managers exclusively covering case cracking since my interviewers had no access to my resume.

Round 2 was scheduled a week later. It consisted of 3 interviews with partners and senior partners covering case cracking and behavioral questions (resumes are definitely shared at this stage).



What surprised you the most about the interview process?

Overall, the process was swift and efficient, which is something I really appreciated. The first and second rounds were only a week apart, and I got my offer a week later.

At each round, my interviewers introduced themselves briefly and told me about their own experiences. I was amazed and impressed by how honest, down-to-earth, and fun they were. I must say the interviews were very tense but at the same time very fun.

What advice do you have for candidates applying from HEC Paris?

Being prepared is a given. However, my humble advice is to be very selective and have a backup plan if the initial one doesn't work. Not everyone would agree to this approach, but there is no one-size-fits-all strategy when applying to any job.

From my experience, applying only to Bain, focusing on that specific target, and giving it all my energy helped me land the job. Of course, I had backup plans to apply to other companies, but thankfully I didn't need to. This tactic worked for me, but it doesn't mean that it will guarantee success for everyone.

All in all, it was a very intense and stressful year, but I got what I came for. Bain Dubai was my top choice, so I was very happy and grateful that I managed to get a full-time job there.





GET TO KNOW YASMINA

I'm Yasmina Atallah, and I am Lebanese. I am an engineer by training, and before my MBA, I worked for five years at Murex, a worldwide leader in capital market solutions. Outside of work, I am an early bird swimmer with two lifeguard certifications from the sea rescue team of the Lebanese civil defense. I am also a big fan of mother nature and an adventure lover. My best trip so far was hiking and camping in the wilderness of the Canadian Rockies, and my craziest adventure was skydiving in California!

WIL CLUB MEETS MARIE-CHRISTINE COISNE-ROQUETTE

On the 6th of November 2021, the WIL Club met with the CEO and Chairwoman of Sonepar, Marie-Christine Coisne-Roquette, for a close-up conversation on building resilience, living authentically, and finding life balance. If any of the attendees could describe the speaker with three words, we easily bet on the words: down-to-earth, self-aware, and unapologetic!

Here are our three nuggets from Marie-Christine's session:



On being number one:

Not everyone will be number one, and that is all right. Not everyone is made to become CEO or founder. Some people will find greater fulfillment in executing the visions of others. Whatever choice you need to make, always ask yourself if you are willing to pay the price to become number one.

On Femininity and Leadership:

As a woman, there is the temptation to adopt a male persona to earn respect or be taken seriously. Don't fall for that trap. Embrace your femininity in its totality, but when you step into the boardroom, forget you are a woman because it shouldn't matter.

On Risk Taking:

"If you try to grow too fast or take huge risks quickly, you will experience vertigo. Build your credentials of small successful bets before taking bigger risks."



WIL Recommends

JUST BECAUSE SANTA'S COMING TO TOWN!



01



Explore!

Christmas market: Strasbourg France

Opening Time: 26th Nov - 26th Dec

Website: <https://noel.strasbourg.eu>

Review: Located in the Alsace region, Strasbourg Christmas Market has been open since 1570. Through many centuries, the market still keeps its traditions and is known by Capital de Noël. About 300 kiosks are present local delicacies and hand-crafted gifts.

02



Do good!

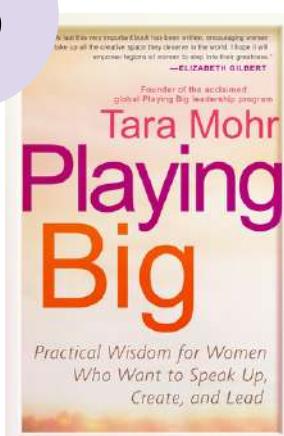
No Empty Plates

The HEC Spain Club is lighting up Christmas for those in need through their food drive.

With your help, they will distribute food boxes to families in need in the Paris region. All you need to do is donate long-life food and products at the designated collection points in the S building or give a token via the link below:

<https://bit.ly/2ZD7NNb>

03



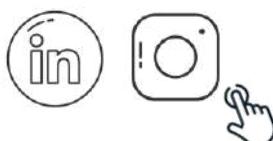
Read!

Playing Big by Tara Mohr

Read this book, and we bet you would wish you could give it to every woman you know, in fact, every woman you meet on the street! Each chapter offers a wealth of thoughtful perspectives and practical ideas for reaching your most authentic, realized self.

A perfect Christmas gift for those women in your life that you want to cheer on!

Have some ideas? Send them our way [here](#).



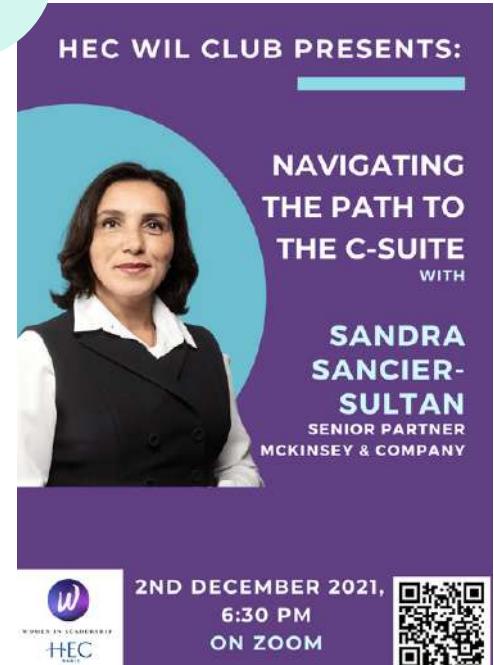
WIL CALENDAR

LOOK OUT FOR THE AWESOME EVENTS LINED UP FOR YOU!

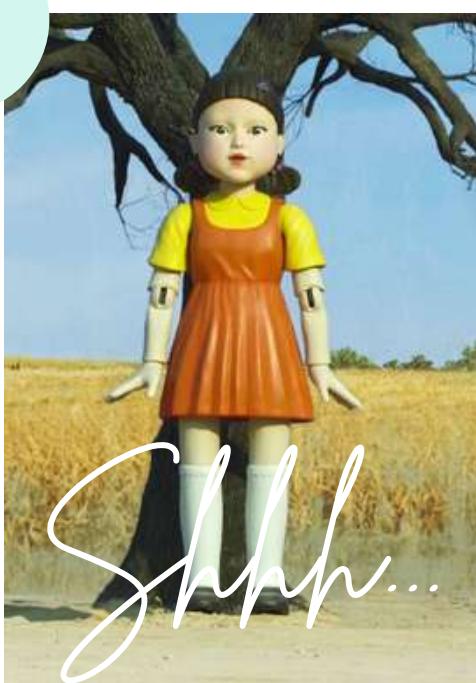
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02



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