

Avivah Wittenberg-Cox

*New Thinking in
Gender & Generational Leadership*

20·FIRST
BUILDING BALANCED BUSINESSES

www.20-first.com

www.AvivahWittenbergCox.com



About Avivah

Speaker, Writer, Thinker, Teacher, CEO

Avivah Wittenberg-Cox is a leading expert in generational and gender balance, the future of work, and longevity leadership. As CEO of 20-first, she brings over 20 years of experience advising global CEOs and leadership teams across more than 40 countries. Avivah serves on the boards of the UK National Innovation Centre for Ageing and the Chartered Management Institute's Everyone Economy, is an Ambassador for the Stanford Center on Longevity and Adjunct Faculty member at DePaul University. She is visiting Faculty at OXFORD Said Business School and co-Director of the Longevity Leadership Programme at Catolica Lisbon business school.

A regular contributor to [Forbes](#) and [Harvard Business Review](#), Avivah hosts the podcast [4-Quarter Lives](#) and writes the [Elderberries](#) substack. She has spoken at prestigious events like TED, The Economist Conferences, and the Global Peter Drucker Forum. Her books include *Why Women Mean Business* and *Seven Steps to Leading Gender Balanced Businesses*. Avivah is a Harvard Advanced Leadership Initiative Fellow '22, holds three passports, lives in London, and frequently visits her gender-balanced children in Dakar and New York.



HALL OF FAME 2023

In partnership with **Haier**



Avivah Wittenberg-Cox

LONGEVITY

IMPACTS...



INDIVIDUALS

Longer lives

Multiple careers

Several lifequakes



COUPLES

Longer marriages

Multiple marriages?

Dual careers



COMPANIES

5-generation workforce

Longevity economy

Redesigning 'careers'



COUNTRIES

Ageing populations

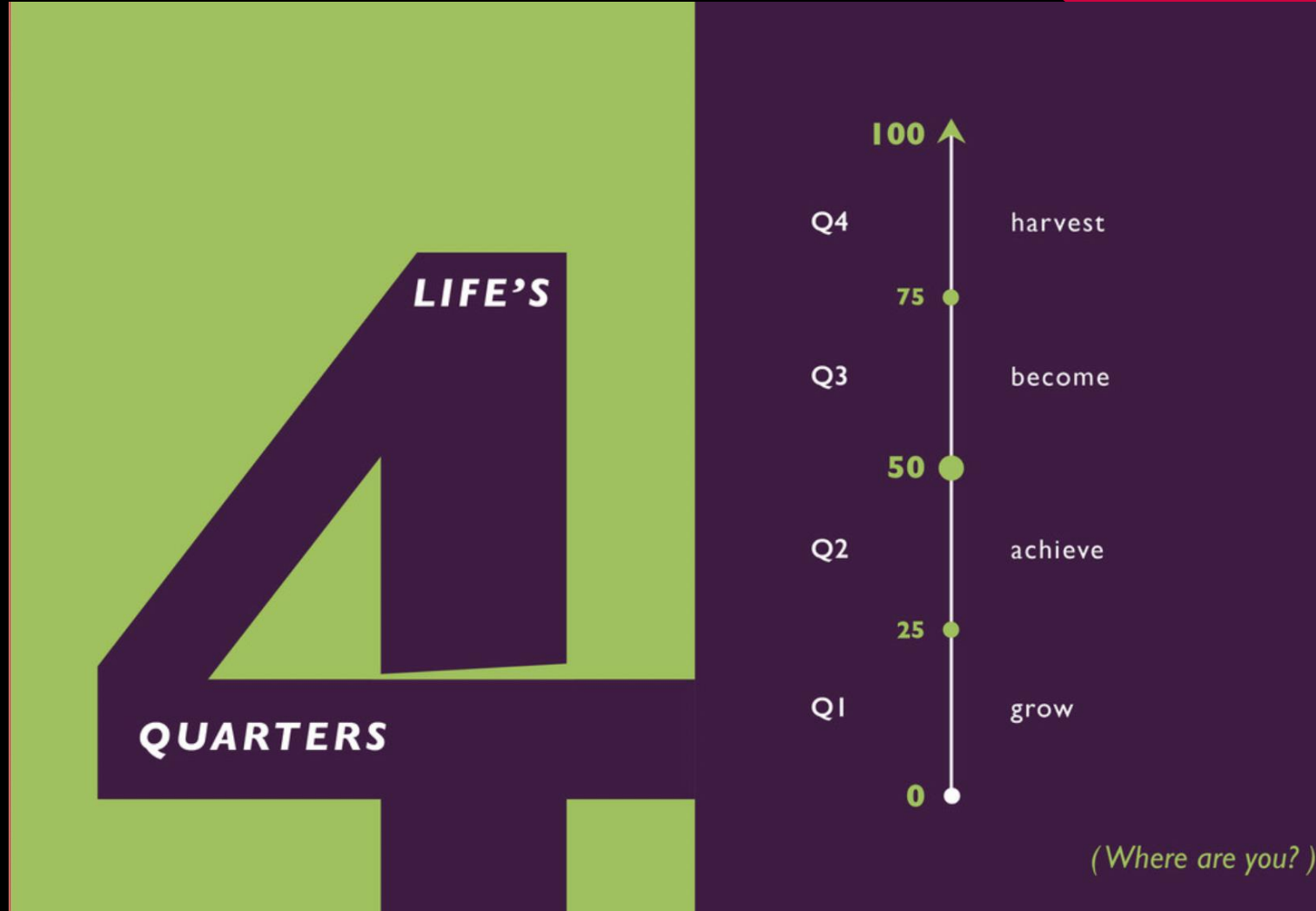
Declining birthrates

Pensions & Care

EVERYTHING

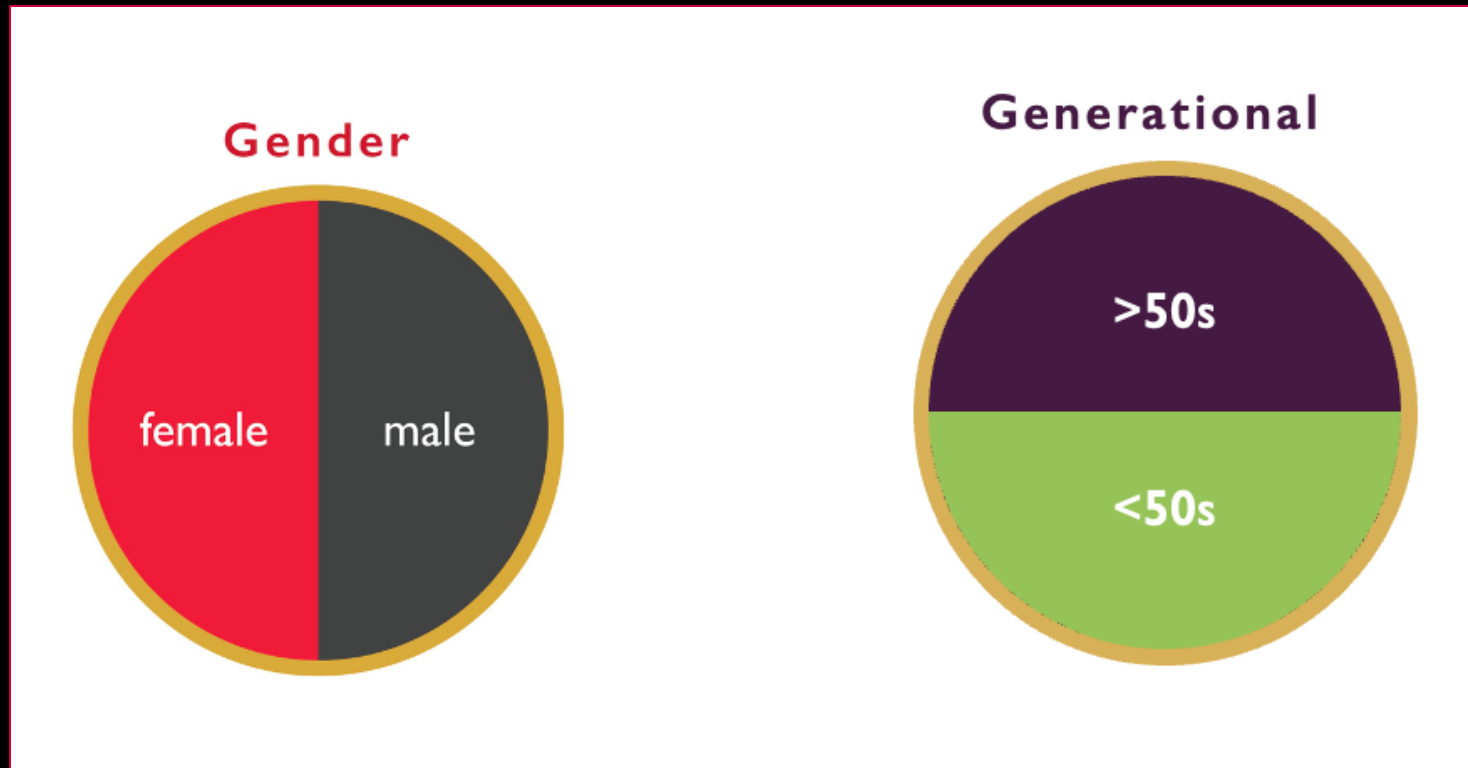
[Learn more in our flipbook Thriving to 100](#)

New Lives Need New Thinking



And New Workforce Demographics...

Are your employees ready? Is your company?



...Need New Mindsets



While lifespans have expanded, mindsets have not kept up. Long lives require a rethink and a roadmap for transitioning gracefully through entirely new phases – from millennials to perennials.

Avivah Wittenberg-Cox

Late Work: From Recreation to Re-Creation - Forbes



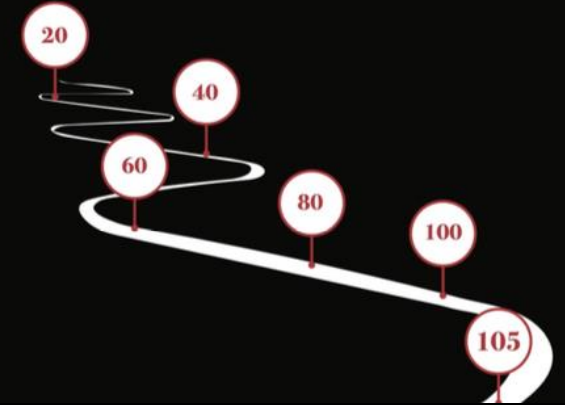
Think Positive



Avivah's keynote during our Global Growth & Development week at Sky was nothing short of transformative. Her insightful delivery of the topic '4-Quarter Lives: Becoming Skilled Transitionists' captivated our global audience, garnering an exceptional recommendation score of 9.6 / 10. Her wisdom transcended traditional perspectives, enlightening and inspiring all who attended. Avivah's revolutionary thinking not only challenged the status quo but also instilled a renewed sense of positivity.

SKY TV

Where are you?



Beginning

to

End

We will
all become
Transitionists

Forget **Recreation**
Think **Re-Creation**



Speaking Themes

Fresh, disruptive and insightful new thinking on two transformational trends:

- . The rise of the old(er)
- . The rise of women

And their overlaps, impacts, consequences and promise.



Are you 20-first Century ready?

21st Century Longevity Leadership

How gender and generational balance will change countries, companies, careers and consumers. At work and at home. The disruptive consequences of longer lives, falling fertility rates, ageing societies and women.

Article: [5 Steps to Longevity Leadership \(FORBES\)](#)

Leading (Fluently) Across Genders and/ or Generations

Drop the old labels and stereotypes, get ready for becoming fluent across differences.

Building a Gender Bilingual Business

How to harness the potential of women's rise without alienating the other half of the population. Build balance, not backlash.

Longevity Themes



Life's 4 Quarters

The power and promise of longer lives and careers.

Article:
Life's 4 Quarters –
How the Map Makes
the Road (FORBES)



The Midlife Rethink

Mastering the art of transitions in our new career marathons.

Article:
[Learn To Get Good at Transitions \(HBR\)](#)



The Power & Potential of our New 3rd Quarters

Pacing for Longer Lives & Bigger Impact

Article:
[Women's Trajectories Can be Model for Ageing Workforce \(HBR\)](#)



Longevity Leadership

New global demographics impacts companies, consumers and workforces.

Article:
[Future Proofing Business \(FORBES\)](#)

“Avivah was the standout across the entire programme.”

Gender Themes

1

7 Steps to Gender Balance

A proven roadmap for building balance without backlash.

2

4 Phases of Women's Careers

Navigating career phases and transitions for success and

3

Stop Fixing Women & Blaming Men

3 steps to engaging everyone in gender balance

Testimonials



“Avivah was the standout across the entire [OXFORD Said] programme. The content she brought was highly relevant, applicable, current, easy to digest and supported by research. Her delivery was simply outstanding.”



“Avivah engages very naturally with the audience, willing to flex the content, balancing concepts with application, finding time for application, for reflection, for discussion and for action. Input and Output - orientated. Mesmerising, Inspiring and Memorable.”



“4-Quarter lives speech has completely changed my view on talent management and the relevance of managing different generations and has alerted me about ‘youth obsession.’ It has been really disruptive and I have changed the way I think about this complex issue.”

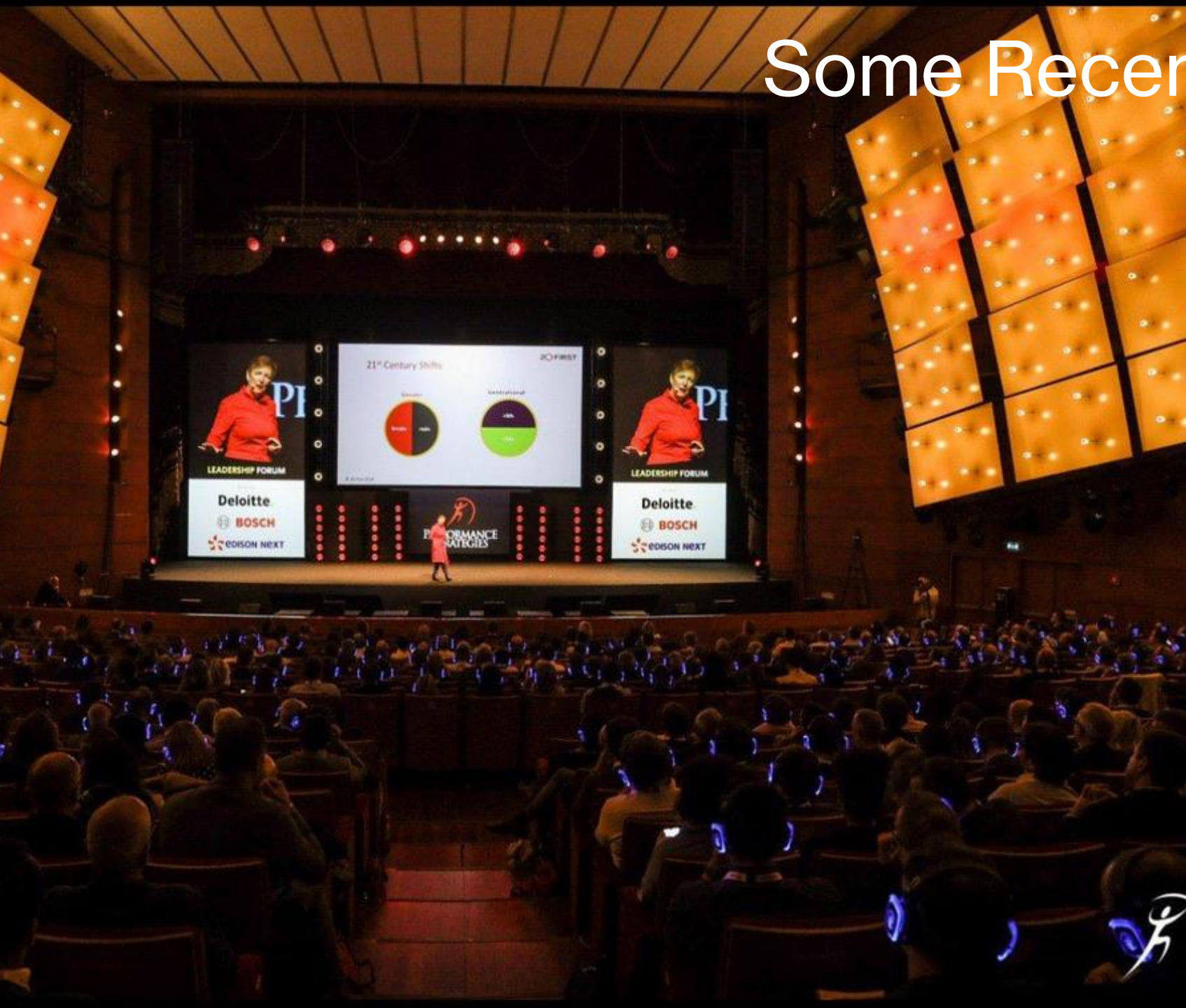


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“Mesmerising, Inspiring and Memorable.”

Some Recent Engagements

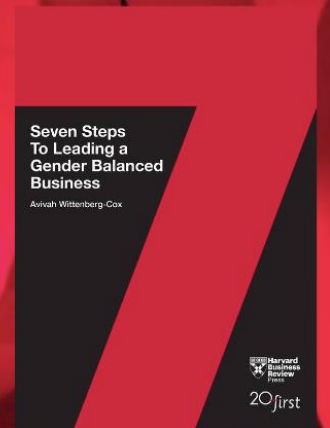
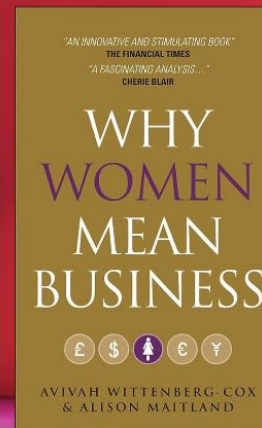
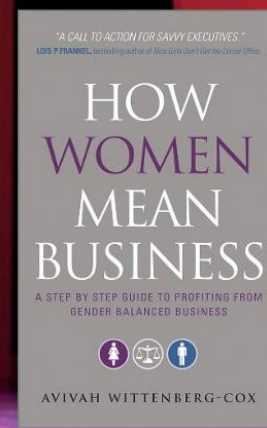
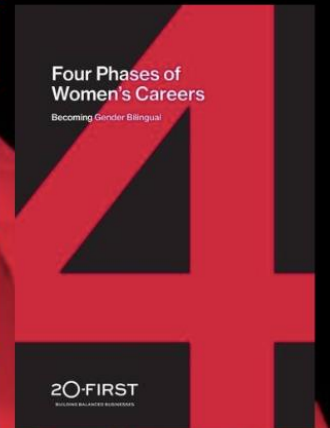
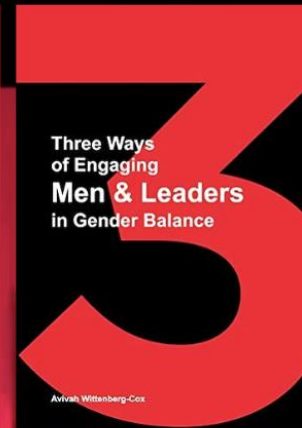
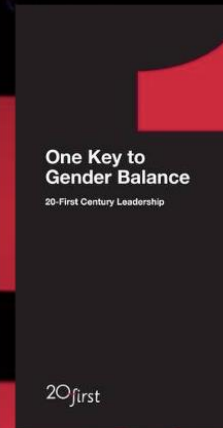
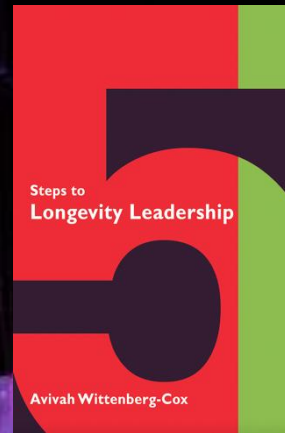
- Global Peter Drucker Forum, Vienna
- Young Presidents' Organisation, Abu Dhabi
- Performance Strategies Leadership Forum, Milan
- OECD Mid-Career Summit, Paris
- SKY TV, London
- Linked In Talent Connect, London
- UNILEVER series on Longevity, Global
- OXFORD Said Business School
- INSEAD Lifelong Learning
- WoMen in Finance Summit, London
- Women on Boards Conference, Lisbon



Further Information

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Client experience



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Contact



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