

Tuesday,
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Restaurant-Hôtel du
Parc des Eaux-Vives

Geneva,
Switzerland



MyPhy Women's Leadership Conference

2024 Programme

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Welcome

It is with great pleasure that we extend a warm and heartfelt welcome to all the incredible women leaders gathered here at this conference. With news breaking around us that never seems good, it is a pleasure to have this day we can celebrate who we are, in a space of positive energy, encouragement and warmth.

In these challenging times, we find ourselves navigating uncharted territories and facing unprecedented global challenges. It is during such moments that the power of collaboration, resilience, and leadership shines brightest. Today, as we assemble this distinguished group of women leaders, we recognize the invaluable contributions each of you makes in your respective fields.

Your presence here is a testament to your unwavering commitment to excellence, your determination to overcome obstacles, and your ability to inspire positive change. As we embark on this journey together, let us celebrate the diversity of thought, experience, and expertise that each of you brings to the table.

This conference serves as a platform not only for the exchange of ideas but also as a reminder of the collective strength we possess when united. Through your leadership, you are not only shaping the present but also influencing the course of the future.

Together, let us embrace the challenges ahead with courage, creativity, and compassion. May the connections formed and ideas shared during this conference lead to innovative solutions that will propel us forward. You are all remarkable women leaders here today. Your presence enriches this gathering, and we eagerly anticipate the transformative impact our collective efforts will have on the world.

**Thank you for continuing
this journey with us.**

Susan Baragwanath

Cassandra Burgess

**Susan Baragwanath
& Cassandra Burgess**

**Co-chairs, Women's
Leadership Conference**

Message from MyPhy

Dear Leaders,

Welcome to our 4th Annual Women's Leadership Conference in Geneva.

At MyPhy, our mission is to champion the growth and impact of women's leadership as a force for positive change.

In these challenging times, we recognize the need for a new brand of leadership. To that end, we bring together leaders from around the world each year to nurture and celebrate the diverse power and impact of women's leadership.

Throughout the day, we will hear inspiring stories from remarkable individuals. We will gain valuable insights and actionable advice. We will make new connections and friends. We will all leave filled with hope, energy and a steely resolve to be the best version of ourselves, to then help others do the same.

**That is our ambition.
It is also our fuel...**

On behalf of the entire MyPhy Team, our deepest gratitude for your presence here today.

We trust you will find the day enriching and rewarding, and we eagerly anticipate the collective strides we will be making together.

Warm regards,



Jonathan Cave
Founder & CEO



Biographies Co-Chairs



Susan Baragwanath
Conference Co-Chair

Susan is an authority in Women's Leadership. She has had extensive international experience in education and criminal justice and has mentored dozens of women from all walks of life. She has organised international strategic programs for Women's Leadership in London, chaired international search committees for outstanding women leaders, and is a Distinguished Eisenhower Fellow.

In 2005, she received the highest academic award in the Humanities, Doctor of Letters, for education reform of school-age mothers in New Zealand.



Cassandre Burgess
Conference Co-chair

Cassandre (Cass) Burgess is Head of Operations and Finance of MyPhy. She is a public speaking coach and workshop facilitator.

She regularly teaches classes including Project Management and Leadership for Bachelor and Master's students. Originally from South Africa, she has extensive experience in the mining industry and in finance, having worked with key players in both sectors. With a passion for developing leadership in young people and empowering them to reach their potential, Cass is active in multiple associations and community groups in the Geneva region.

Agenda

Morning Session

TIME	DESCRIPTION	WHO
8:15	Arrival & Morning Coffee	
8:35	Welcome	Cassandra Burgess / Jonathan Cave
8:50	Introduction to Keynote Interview	Susan Baragwanath
8:55	Keynote Interview	Oonagh McPhillips interviewed by Simone Duarte
9:40	Introduction of Panel Discussions	Cassandra Burgess
9:45	Panel 1: The Paradox of Having it All	Moderator: Cassandra Burgess Panellists: Anne Hornung-Soukup, Christèle Hiss Holliger, Zoë Falquet
10:30	Coffee Break	Delegates & Conference Team
10:50	Your Voice is Your Power	Susan Baragwanath, interviewed by Simone Duarte
11:25	Beyond Leadership	Jonathan Cave
12:05	Group Photo	
12:10	Lunch & Networking	Delegates & Conference Team
13:30	Mindful Movement	Geneviève Major

Afternoon Session

13:40	Panel 2: Triumphs Over Challenges - Finding the Real You in Leadership	Moderator: Jonathan Cave Panellists: Olivia Dhordain, Purnima Mishra, Alexia Ceppi
14:25	Introduction to Workshops	Cassandra Burgess
14:30	Workshop Session 1	
15:30	Afternoon Tea & Networking	Delegates & Conference Team
16:00	Workshop Session 2	
17:00	Wrap up & Closing Remarks	Cassandra Burgess / Susan Baragwanath
17:30	Conference Close	
17:45	Post-Conference Drinks	Jonathan's House



Keynote Speaker

Oonagh McPhillips

→ Secretary General of Ireland's
Department of Justice

→ Global Eisenhower Fellow

Oonagh McPhillips is the Secretary General (SG) of Ireland's Department of Justice, the most senior civil service post; she was appointed in 2020 and is the first woman to hold the position.

Raised in Dublin's northside, Oonagh joined the civil service straight from school and her first job was as a case processor in the Department of the Environment, she also worked as a civilian manager in An Garda Síochána (Ireland's national police service) and (briefly!) as a speechwriter in Aras an Uachtaráin (Office of the President).

Most of her career has been in the Department of Justice - she is passionate about its people and its purpose. Her first senior management role was as head of Corporate Affairs overseeing finance, HR, strategy, governance and organisational change. As Deputy Secretary General, Oonagh led the criminal justice pillar and was part of the team which led the largest ever restructuring of an Irish government department.

Oonagh holds a master's degree in public and political communications from Dublin City University and benefitted from leadership training at Harvard's Kennedy School and Oxford's Blavatnik School of Government. She was an Eisenhower Global Fellow in 2016 and jointly led its vibrant island of Ireland chapter from 2017-2023, helping to grow and mentor future leaders.

As SG, her focus is on leading the Department and developing its people, technology and culture to support their mission of building a safe, fair, more inclusive Ireland.



Panel 1: The Paradox of Having It All

MODERATOR

Cassandre Burgess
Conference Co-chair

Christèle Hiss Holliger

Board memberships: L'Occitane International Group, Pictet Group Foundation

Former Pictet Equity Partner, Global Head of Human Resources and member of the Group Executive Committee

Christèle recently retired from Pictet Group after a 25 years' career with the Bank. She has joined the L'Occitane Group Board as well as the Pictet Group Foundation Board and will take up additional Independent Board member roles going forward.

She joined Pictet in 1998 and her last role was Global Head of HR, with teams in Switzerland, London, Luxembourg, Asia and Nassau. She decided to move to an HR role in 2017 after 20y in Asset management & Client Relationship with the intention to position HR as a strategic partner to the business and to position Pictet as an employer of choice. A member of Pictet's Group Executive Committee, Christèle became the 1st female Equity Partner and she contributed to major People & Culture initiatives.

Prior to that, she was CEO of Pictet Asset Management (PAM) Singapore Pte Ltd where she had responsibility for South East Asia institutional clients and for the oversight of PAM Singapore's activities and teams. Before relocating to Singapore, Christèle was Head of Institutional Clients in Geneva (PAM), managing a team of Client Relationship Managers and covering strategic institutional clients. Before joining Pictet, she spent six years at BNP Paribas, in Paris as Institutional Sales Manager, then in Geneva as Investment Strategist.

Christèle graduated with an MSc in Business Management from EDHEC Business School (France) and obtained the Federal Diploma for Financial Analyst and Portfolio Manager (CIIA/CFPI, Switzerland). She is a mother of a teenager boy born in southern Thailand and is currently travelling the world with her family.



Anne Hornung-Soukup

Former Chair of the Board of Transports Publics Genevois (tpg)

Anne grew up outside of Chicago, then studied in South Africa, Massachusetts, Washington D.C., Paris and Geneva before settling in Geneva for good. She became a Swiss citizen in 1976 when she married her Swiss husband.

She worked for 16 years in portfolio management at a Geneva private bank, then in 1999 she set up her own firm with a partner. After 11 years running the firm, she joined a larger portfolio management firm as a Partner until her retirement from finance end 2017.

Over the years, she has presided, been on the board of, or been active in many Geneva associations including the Career Women's Forum, American Citizens Abroad, the American International Club, the American International Women's Club and others.

She held the position of Chair of the Board of tpg (Transports publics genevois) from July 2016 to January 2024, and she is passionate about new urbanism and the role of public transportation in solving the severe problems of climate change, public health and the essential role of efficient mobility for a thriving regional economy.



Zoë Falquet

Sustainability Leader in the energy sector and IMD Executive MBA Graduate

Zoë serves as Sustainability Manager at International Petroleum Corporation (IPC), spearheading the company's environmental, social, and governance strategies. She navigates complex business challenges by engaging stakeholders ranging from the Board of Directors to field operators and external stakeholders. Zoë's focus on cultural transformation within the organization underscores her commitment to implementing ESG principles effectively.

Advocating for a people-centric approach to business, Zoë emphasizes the significance of corporate culture, diversity, equity, and inclusion both within IPC and in the broader public sphere. Her active involvement in the international Business & Professional Women (BPW) network, highlights her dedication to advancing these principles. Additionally, Zoë's contributions extend beyond IPC, as she serves on the Executive Committee of the Geneva Energy Forum since 2023 and joined the scientific committee of Executive MBA programme of the Haute Ecole de Gestion Genève (HEG) in 2024.

Zoë holds a Masters of International Law from The Graduate Institute of International and Development Studies, Geneva, and is an alumna of IMD Business School, where she earned her Executive MBA in 2023.



Session: Your Voice is Your Power

Susan Baragwanath
Interviewed by Simone Duarte



Susan Baragwanath

- ➔ Founder of 'He Huarahi Tamariki' - School for Teenage Parents
- ➔ Distinguished Eisenhower Fellow
- ➔ Educationalist

Having spent 20 years in international education as a teacher and examiner of the International Baccalaureate, she returned to her homeland, New Zealand, to find an education system that was struggling to meet the needs of the underserved. She organised a nation-wide survey in 1994 which identified 20% of secondary school age students at risk of failure and future economic disadvantage.

She chose to help the group most in need - the school age mother - and fought the New Zealand government for years before they adopted a proper policy and provision for education not only for the mother but the child.

She built the academically successful He Huarahi Tamariki (A Chance for Children) school which has been replicated all over New Zealand. The school has been featured in numerous NZ television documentaries and on the BBC.

Susan has been the recipient of a number of fellowships and awards, including in 2005, the highest academic award in the Humanities, Doctor of Letters, for education reform of school age mothers in New Zealand.

Simone Duarte

- ➔ Journalist
- ➔ Author
- ➔ Founder "Out of Paper"

Simone is an award-winning Brazilian journalist with 30 years of deep immersion in international affairs and experience in managing media organizations on three continents.

She was the NY Bureau Chief of TV Globo when 9/11 happened, leading to her coordinating and anchoring the coverage of the attacks to a Brazilian audience of 60 million viewers. This led to the first ever International Emmy nomination for TV Globo, in the news category.

Simone produced and directed the first major documentary about the UN High Commissioner of Human Rights Sergio Vieira de Mello, entitled: En Route to Baghdad (2004). The film was broadcast by major television networks such as PBS and France 5. It was featured in multiple international film festivals, and won the UN Correspondents Association's 2004 Silver Medal.

Her book, The Wind Changed Direction, was nominated for the most prestigious Brazilian literary award. Her second book is due for release in 2025.



Session: Beyond Leadership

Jonathan Cave
Coach, Facilitator
Founder, MyPhy

At the age of 40, he was a Partner in a law firm with extremely wealthy families as clients.

From the outside, everything looked rosy. On the inside, he was living a different reality: constant stress, over-thinking everything, extreme sensitivity, general tiredness, and role-playing. He had lost sight of who he was and it was negatively affecting him as well as his wife and two kids.

One day, he had had enough of feeling this way and made the decision to take ownership. Following his intuition, he looked inside himself for the very first time, asking questions about who he was, what was important to him, and what he wanted out of life.

By taking the time to answer these questions, he managed to find the clarity, energy and alignment he had drifted away from. He learnt to break free from the self-sabotage holding him back. He taught himself to no longer be afraid of what other people thought or expected of him; and he succeeded in finding his high-performing, high energy, authentic self who felt free and truly alive again.

Today, he helps executives, managers, entrepreneurs (and lawyers!) learn how to find their high energy, high performing selves, and overcome the fears and barriers preventing them from achieving success on the “outside” as well as fulfillment and peace on the “inside”.

How? He does this through a combination of group coaching programmes, individual coaching journeys, as well as facilitating seminars, retreats and conferences. Jonathan is often asked to speak at local and international events.



Panel 2:

Triumphs Over Challenges – Finding the Real You in Leadership

MODERATOR

Jonathan Cave
Founder & CEO



Purnima Mishra
Chief Accountant, The Global Fund
& Director Strategic Development,
IMA Switzerland Chapter

Purnima has over 20 years of experience in international development finance, financial risk management and audit in large complex environments. She currently serves as the Chief Accountant of the Global Fund in Geneva, Switzerland. Prior to that, she served in several finance leadership roles with the American Red Cross. She began her career as an auditor with Deloitte. Outside work, she serves on the board of the Institute of Management Accountants, Switzerland Chapter and teaches Hindi language at the Hindi School of Geneva.



Olivia Dhordain
Intellectual Property Lawyer,
Luxury Brands

Olivia is an Intellectual Property Expert with an extensive knowledge of the luxury industry.

She began her career as a Paris barred IP and press law litigator. Working in private practice for 8 years, notably at Clifford Chance, Olivia represented a wide array of international companies across many industries.

Olivia then integrated Richemont's inhouse IP department in 2007, taking on the role of Deputy Chief IP Counsel in 2011 co-imagining and leading a deep transformation of the IP practice to adapt the service to a fast-growing Luxury Group. She left Richemont after 17 years, having managed a team of over 20 lawyers and paralegals, providing full and tailored IP services to 26 Maisons across the Group.

Olivia has accumulated a wealth of practical experience in applying IP to protect the creations, innovations and the exclusivity of products launched by the most aspirational luxury brands in the world.



Alexia Ceppi
Senior People Development
Professional

Alexia Ceppi is a senior leader in the education, hospitality, and service sectors. Formerly a director at EHL Group, a globally acclaimed hospitality Business Management University in Switzerland, she has over 20 years' experience in management consulting, educational consulting, and business development, collaborating with the private sector, investors, governments, and educational institutions.

A thought leader in learning development and talent management, Alexia brings a wealth of knowledge and cross-cultural insights to deliver practical business solutions. Her passion lies in fostering growth for both individuals and organizations. Notably, she has led diverse projects, including the talent development strategy development and execution for major airline companies, banks, development of education learning centres of excellence, creation of curricula for vocational learning programs and training facilitators. She has also designed Customer Service Excellence strategies for companies and led comprehensive quality audits for programs and training facilities.

In addition to these accomplishments, Alexia has conducted impactful workshops on Cross-Cultural Awareness, Diversity Equity and Inclusion, showcasing

her commitment to fostering inclusive work environments. Her recent endeavours include crafting education strategies, curriculums, and training programs for hospitality learning centres and in-house company initiatives.

Having successfully executed projects across various cultures, including Switzerland, India, Brazil, Mexico, China, Saudi Arabia, UAE, Rwanda, Morocco, and Kenya, Alexia brings a global perspective and cross-cultural awareness to organisations, helping them navigate the intricacies of international business environments.

As a founding member of Association Esthéticiennes sans frontières, she has been actively involved in humanitarian initiatives since 2007, helping empower women in Benin, Africa, fostering self-reliance. She is also serves on the advisory committee of Africa Women Leadership Network (AWLN), to enhance African women's leadership in the Diaspora.

Her philanthropic ventures extend to the support of an orphanage in Kenya, caring for 43 children aged 3 months to 18 years. All these ventures all her to compliment her achievements in business consultancy, with her dedication to holistic social responsibility and community development.

Workshops



How to Strengthen Your Personal Brand and Elevate Your LinkedIn Profile.

RAJA SKOGLAND

With vast experience in private banking, Raja turned her attention to advising start-ups, becoming a serial entrepreneur, investor in 80+ companies and personal branding strategist. Voted one of the top 100 most influential women in the European Venture Capital Space in 2023, she currently leads The Visionary Company & VC.



Enhancing Performance Through Mindful Attention

GENEVIÈVE MAJOR

Dr Geneviève Major specialises in the integration of mindfulness-based emotional intelligence research into public health policy. She brings this knowledge into leadership programmes to enhance peak performance, wellbeing, and happiness into the many international organisations she works with. Geneviève is also a certified teacher of mindful living and eating.



How to Run a Great Q&A Session

CASSANDRE BURGESS

Cassandre is an experienced public speaking coach and workshop facilitator. She helps high achievers communicate powerfully and adopt lasting habits. She regularly delivers Project Management and Leadership classes for Bachelor and Master's students, in addition to being active in multiple associations and community groups in the Geneva region.



How to Find Your High-Energy Authentic Self

JONATHAN CAVE

Jonathan helps leaders upskill mission critical areas like decision-making, boosting core self-belief, public speaking, greater work-life balance, increasing visibility and influence, amongst other areas. He also helps teams forge strong bonds of trust and collaboration, create an inspiring vision and roadmap, and energise themselves to keep focus and spirits high.



Mastering the Art of InPowerment



Who We Are



Our Identity

Founded by Jonathan Cave in 2016, we are a Swiss company of successful professionals who nurture and develop talent in others.



Our Vision

To build the world's most innovative, experiential learning company, focused on developing exceptional people and leaders.



Our Mission

To create and deliver world-class conferences, events and coaching journeys that challenge, inspire and transform our clients.

How We Help

Event Creation & Animation

We co-create, design and animate offsites, workshops and conferences that are high-energy, productive and fun-filled experiences for all.

Inpower Your Success Programme

This 3 month online group coaching journey helps dynamic executives and professionals create their inspiring vision of success and a detailed, practical roadmap to achieve it."

Inpower Your Leadership Programme

"This 3 month online group coaching journey helps managers, leaders and entrepreneurs upgrade key leadership skills to become more influential, effective leaders who inspire and deliver."



To find out more about the above services, contact us at support@myphy.com or visit www.myphy.com / www.jonathancave.com

InPower Your Success

Online Group Coaching Programme

This programme is for dynamic, motivated individuals who seek to:

- ➔ Strengthen key skillsets and mind-sets
- ➔ Build meaningful relationships to self and others
- ➔ Find better natural alignment and harmony

Objectives

- ➔ Create an inspiring vision and roadmap to achieve it
- ➔ Boost your core confidence, energy and resilience
- ➔ Increase your visibility and influence in key ecosystems
- ➔ Become a decisive decision-maker in work and life
- ➔ Pivot to a healthier personal-professional lifestyle



Jonathan's enthusiastic coaching style and expertise have greatly helped me bring clarity, focus and direction to my current transition phase and future professional plans.

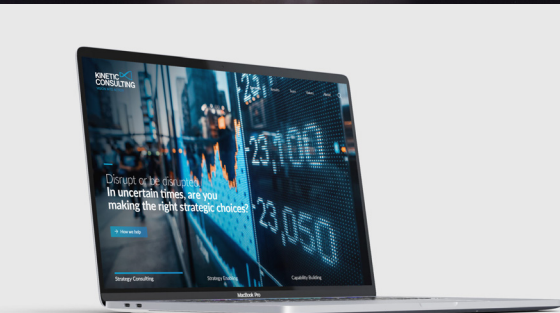
Daphne de Laleu
Senior Expert in Philanthropy and Partnerships

Format

- ✓ 9 x 1h45 group coaching sessions over 3 months
- ✓ 2 x 1h individual coaching sessions
- ✓ 55-page programme booklet with frameworks, strategies, and exercises
- ✓ Follow-up video series (for 6 months) to maintain momentum



To register for our next Programme, contact us at support@myphy.com



Women in Motorsport

Jamie demonstrates that women can match men behind the wheel.



This programme was designed by The Hide.

We help our clients tell their story through strong brand narratives and beautifully crafted design.

In addition to our work with Jonathan Cave, we have been tasked with positioning James May as the 'mad scientist' of the gin world through his drinks packaging, and helped cement Jamie Chadwick's persona as a strong female racing driver and broadcaster through her website.

We are always on the look out for new and exciting clients to work with. Get in touch if you have a project you would like to discuss.

hello@thehide.design

www.thehide.design

the hide.

Jonathan Cave

jonathan@myphy.com

Cassandra Burgess

cassandra@myphy.com

MyPhy

148 Route de Veyrier
1234 Vessy
Switzerland

www.myphy.com

www.jonathancave.com





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