

KATTY KAY

Lead Anchor, BBC World News America
Insights on American Politics, Global Affairs and Issues for Women

WOMEN'S EVENTS INTRODUCTION

OUR SPEAKER TODAY IS THE LEAD ANCHOR OF BBC WORLD NEWS AMERICA AND CO-AUTHOR OF *THE NEW YORK TIMES* BEST SELLERS *WOMENOMICS* AND *THE CONFIDENCE CODE*.

KATTY (PRONOUNCED CAT-TEE) KAY GREW UP IN THE MIDDLE EAST, WHERE HER FATHER WAS A BRITISH DIPLOMAT. SHE STUDIED FRENCH AND ITALIAN AT OXFORD UNIVERSITY AND HAD A BRIEF CAREER AT THE BANK OF ENGLAND BEFORE SEEING THE JOURNALISTIC LIGHT AND JOINING THE BBC. SHE REPORTED FOR THE BEEB FROM ZIMBABWE, LONDON AND TOKYO BEFORE SETTLING IN AMERICA IN 1996.

KATTY HAS COVERED FINANCIAL CRASHES, WARS, SEX SCANDALS AND FOUR U.S. PRESIDENTIAL ELECTIONS. SHE WAS AT THE PENTAGON MOMENTS AFTER A HIJACKED PLANE CRASHED INTO THE BUILDING ON 9/11 AND IS A KEEN OBSERVER OF GLOBAL AFFAIRS AND AMERICAN POLITICS.

IN HER LATEST BOOK, *THE CONFIDENCE CODE*, KATTY AND CO-AUTHOR CLAIRE SHIPMAN SHINE A PERCEPTIVE LIGHT ON THE CRUCIAL ROLE THAT CONFIDENCE PLAYS IN THE ABILITY OF WOMEN TO SUCCEED. THEY SHOW WHERE CONFIDENCE COMES FROM AND HOW TO BOLSTER IT. THE BOOK, A *NEW YORK TIMES* BESTSELLER, RECEIVED MASSIVE ACCLAIM FROM LEADERS AND EXPERTS ALIKE, INCLUDING FACEBOOK COO AND *LEAN IN* AUTHOR SHERYL SANDBERG, DESIGNER TORY BURCH AND CHARLIE ROSE.

KATTY AND CLAIRE'S FIRST BOOK, *WOMENOMICS: WRITE YOUR OWN RULES FOR SUCCESS*, MADE THE CASE THAT IT'S POSSIBLE FOR WOMEN TO CREATE THE WORK LIFE THAT THEY HAVE ALWAYS WANTED; A BALANCE THAT DOESN'T FORCE THEM TO HIT THAT BRICK WALL WHERE THEY MUST CHOOSE BETWEEN CAREER AND FAMILY.

THEY SHOW THE WIN-WIN THAT COMES WHEN COMPANIES ARE MORE FLEXIBLE AND TAKE THE CLOCKS OFF THE WALL. MEASURING OUTPUT, NOT INPUT. IMPROVES PROFITABILITY, RETENTION OF FEMALE TALENT AND EMPLOYEE SATISFACTION.

IN APRIL 2018, KATTY AND CLAIRE WILL RELEASE, *THE CONFIDENCE CODE FOR GIRLS*, THAT TEACHES GIRLS TO EMBRACE RISK, DEAL WITH FAILURE, AND BE THEIR MOST AUTHENTIC SELVES.

PLEASE JOIN ME IN WELCOMING KATTY KAY.