

**RELEASE IN PART
B6**

From: Judith McHale <[redacted]>
Sent: Tuesday, July 31, 2012 12:53 PM
To: H
Subject: my two cents
Attachments: THE BIGGER POINT final.doc

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I've attached a draft of my response to Anne Marie's Atlantic piece. I think I mentioned to you that I continue to be concerned about how we frame some of these issues. It seems to be me that in order to move forward we need to engage a broader section of the population (yes, that would be men!!) and the only way to do that is to appeal to their enlightened self-interest e.g. work-life balance is not just a women's issue; doing better in this domain improves business outcomes; etc. Anyway that's my approach. Will let you know if I can get it picked up anywhere.

Have a great trip. Wish I were going with you. Let me know if you come across any great businesses!!!

jm