



## TOP 10 REASONS GENDER EQUITY IN LEADERSHIP IS IMPORTANT

Compiled August 2017

1. Research, by the Peterson Institute for International Economics, shows that companies with at least 30 percent of women in their most senior "C-suite" management positions are about 15 percent more profitable than firms with no top women executives.<sup>i</sup>
2. Between 1984 and 2004, women in Congress secured roughly 9% more in federal funding for their districts than their male colleagues did, and they introduced about twice as many bills.<sup>ii</sup>
3. Women tend to make more ethical decisions even if it means missing out on an upcoming promotion/bonus opportunity. Additionally, data demonstrates that being viewed as "agreeable" can hinder chances of promotion.<sup>iii</sup>
4. According to a 2016 study published by Biz Woman: "Women-Owned companies are a fast growing, substantial part of the U.S. business market. By 2017, they are projected to account for 39% of all U.S. businesses. One-fifth have been in business less than ten years; while one-third (36% vs. 29% of men-owned companies) consider themselves to be in growth mode and just beginning to take off."<sup>iv</sup>
5. According to a 2016 study published by Biz Woman, women owners, who started their own companies 'to build something,' are every bit as driven toward success as their male counterparts. They work hard, with business often taking precedence over their personal lives. The fact that three-quarters are currently hiring new full-time employees is testament to their high level of success.<sup>v</sup>
6. The United States could add up to \$4.3 trillion in annual GDP in 2025 if women attain full gender equality.<sup>vi</sup>
7. The top four leadership attribute executives value most for success today – intellectual stimulation, inspiration, participatory decision-making and setting expectations/rewards – are more commonly found among women leaders.<sup>vii</sup>
8. Ultimately, organizational performance increases when there is diversity of styles among the leadership team thus supporting the benefit of having women in leadership positions.<sup>viii</sup>
9. There is a correlation between a "critical mass" of at least three women in a corporation's management team and its organizational and financial performance.<sup>ix</sup>
10. Women leaders bring along more women leaders. "Not only did we find that women high potentials are actively developing others, we found that, compared to men, they were more likely to be developing women."<sup>x</sup>



# WNY WOMEN'S FOUNDATION FACT SHEET



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- <sup>i</sup> Crockett, Emily. "Want to make your company more profitable? Promote more women." Vox. 9 Feb. 2016. Web. 21 March 2016.  
<http://www.vox.com/2016/2/9/10952564/women-executives-more-profit>.
- <sup>ii</sup> Hill, Catherine, Miller, Kevin, Benson, Kathleen, and Handley, Grace. "Barriers and Bias: the Status of Women in Leadership." AAUW. Mar.2016. Web.  
<http://www.aauw.org/research/barriers-and-bias/>.
- <sup>iii</sup> Harvard Business Review Staff. "Women in the Workplace: A Research Roundup." The Harvard Business Review, Sept. 2013. Web. 11 Feb. 2016.  
<https://hbr.org/2013/09/women-in-the-workplace-a-research-roundup/ar/1>.
- <sup>iv</sup> The Business Journals SMB Insights Study, 2016 <http://www.slideshare.net/TheBusinessJournals/results-of-study-on-womenowned-businesses>
- <sup>v</sup> The Business Journals SMB Insights Study, 2016 <http://www.slideshare.net/TheBusinessJournals/results-of-study-on-womenowned-businesses>
- <sup>vi</sup> Advancing Women's Equality in the United States - <http://www.mckinsey.com/global-themes/employment-and-growth/the-power-of-parity-advancing-womens-equality-in-the-united-states>
- <sup>vii</sup> Arora, Sarah, Ayanova, Anna, Barsh, Joanna, Lund, Susan, Malhotra, Vikram, Manyika, James, ... Yee, Lareina. "Women in the Economy: Selected Exhibits." McKinsey & Company. April 2011.  
[http://www.mckinsey.com/~media/mckinsey/dotcom/client\\_service/organization/pdfs/womeneconomy\\_exhibits\\_v3\\_10282011.ashx](http://www.mckinsey.com/~media/mckinsey/dotcom/client_service/organization/pdfs/womeneconomy_exhibits_v3_10282011.ashx)
- <sup>viii</sup> Women Matter 2: Female leadership, a competitive edge for the future. McKinsey & Company, 2008.
- <sup>ix</sup> Women Matter 2: Female leadership, a competitive edge for the future. McKinsey & Company, 2008.
- <sup>x</sup> Dinolfo, S., Silva, C., Carter, N. M. ( 2012). High potentials in the pipeline: leaders pay it forward. *Catalyst.org* [PDF Report]  
<[http://www.catalyst.org/system/files/High\\_Potentials\\_In\\_the\\_Pipeline\\_Leaders\\_Pay\\_It\\_Forward.pdf](http://www.catalyst.org/system/files/High_Potentials_In_the_Pipeline_Leaders_Pay_It_Forward.pdf)>.