

# 5 WAYS

# WOMEN'S VOICES

## Benefit Businesses

Women are seriously underrepresented in business leadership roles – yet the ways in which gender diversity can benefit companies are numerous and clear.



### UNTAPPED EDUCATED TALENT POOL

Got talent? **Women consistently earn the majority of advanced and doctoral degrees<sup>1</sup>, and outnumber men in graduate school.** However only 5% of Fortune 500 leaders are women<sup>2</sup>.

### 15% INCREASE IN PROFITS

According to a report on 366 public companies, those in the top quartile for gender diversity were **15% more likely to have returns above their industry medians<sup>3</sup>.**



### A BALANCED APPROACH TO RISK

Despite the common perception that women are risk-averse, recent studies show that **boards with a higher proportion of female directors do not differ in risk-taking from male-dominated boards<sup>4</sup>.** However, their different view of and approach to risk suggests that a collaborative approach would net better decisions<sup>4</sup>.

### INFORMING RESEARCH AND DEVELOPMENT

Businesses that market to women can benefit from having their views reflected in new initiatives. **Women are the primary or only breadwinners in 40% of US households with kids under 18<sup>5</sup> and they control 51% of wealth<sup>5</sup>.** Women also purchase over 50% of traditionally male products, including automobiles, home improvement products, and consumer electronics<sup>6</sup>.



### MORE EFFECTIVE LEADERSHIP

In a survey involving 360 evaluations of 7,280 leaders assessing 16 different competencies, **women were rated higher in 12 of the 16 competencies<sup>7</sup>.**

## Sources

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