



The business of relationships.

The “Other” 50%

April 2016



30% Club

GROWTH THROUGH DIVERSITY





*"In the absence of a female voice,
I will now get in touch with my feminine side."*



Return on Equity

On average, companies with the highest percentages of women board directors outperformed those with the least by **53 percent**.

Return on Sales

On average, companies with the highest percentages of women board directors outperformed those with the least by **42 percent**.

Return on Invested Capital

On average, companies with the highest percentages of women board directors outperformed those with the least by **66 percent**.

Catalyst

Business Case for improving Gender balance



**SELECTING FROM
THE WHOLE
TALENT POOL**



**COMPETING FOR
TALENT ON THE
GLOBAL STAGE**



**BEING MORE
RESPONSIVE TO
CUSTOMERS AND
STAKEHOLDERS**



**MODERNISING OF
BRITISH BUSINESS
AND REPUTATION**

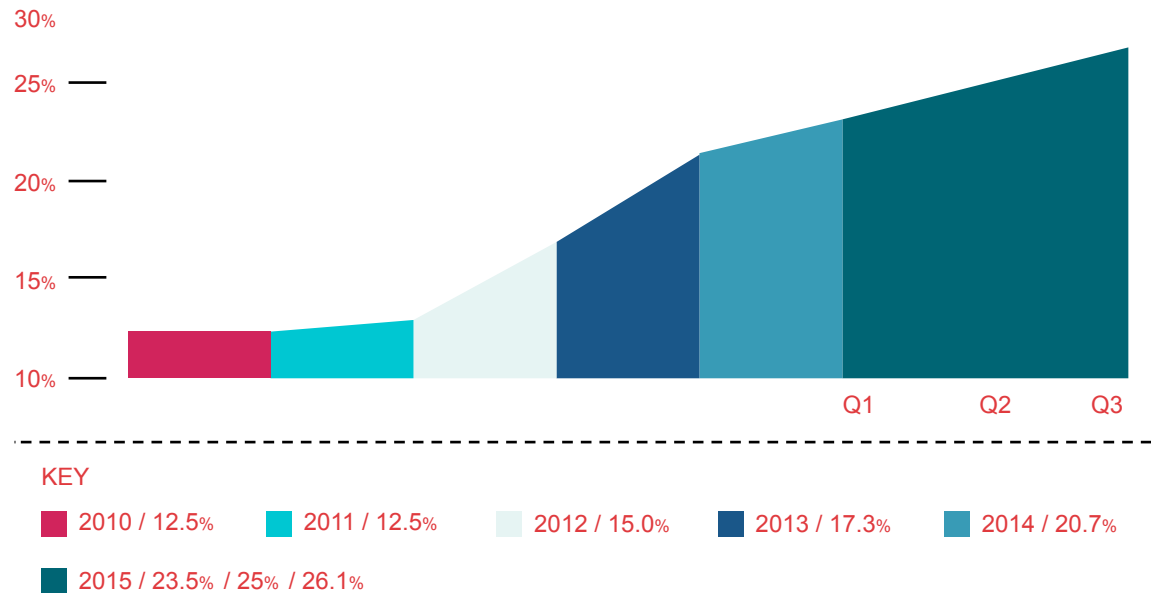


**BENEFITTING
FROM DIVERSE
PERSPECTIVES**



**IMPROVING
ALL ROUND
PERFORMANCE**

WOMEN ON BOARDS: PROGRESS ON FTSE 100 BOARDS



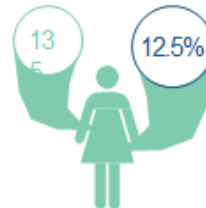
21 FTSE 100 COMPANIES
IN 2011 HAD ALL-MALE BOARDS,
THERE ARE NOW ZERO

IN TOTAL 152
ALL-MALE BOARDS
ARE DOWN TO 15 TODAY

131 FTSE 250 COMPANIES
IN 2011 HAD ALL MALE-BOARDS,
NOW FIFTEEN REMAIN

FTSE 100 Board Composition February 2011

NUMBER OF WOMEN ON BOARDS



NEEDS



EXEC DIRECTORS



NUMBER OF WOMEN CHAIRMEN



NUMBER OF WOMEN CEOs

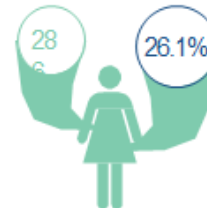


TOTAL DIRECTORSHIPS



FTSE 100 Board Composition October 2015

NUMBER OF WOMEN ON BOARDS



NEEDS



EXEC DIRECTORS



NUMBER OF WOMEN CHAIRMEN



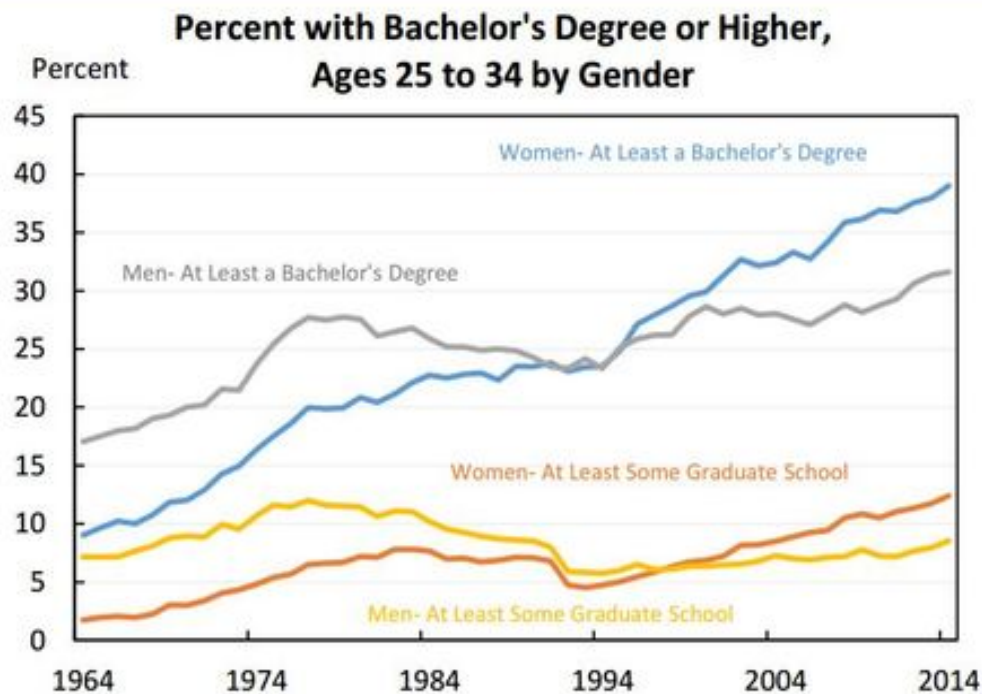
NUMBER OF WOMEN CEOs



TOTAL DIRECTORSHIPS



Postsecondary Attainment Has Risen Among Men and Women; Women Now Complete College and Graduate School at Higher Rates Than Men



Women's college going has surpassed men's in recent decades and has continued to increase.

- *Women are more likely to go to college and graduate school and more likely to graduate from when they go.*
- *In 2013, 25-34 year old women were 21 percent more likely than men to be college graduates and 48 percent more likely to have completed graduate school.*

Source: Current Population Survey; CEA calculations.

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Women More Likely to Graduate College, but Still Earn Less Than Men, Allie Bidwell Oct 2014 *US News & World Report*

Men and Women Have Similar Earnings After Completing Professional School, but Men's Earnings Grow Substantially More Thereafter



The gender wage gap is particularly high among those with advanced degrees and it grows throughout women's lifetimes.

➤ *Men and women with professional degrees have similar earnings in their 20s. The earnings gap widens over time, so that by their late 30s, men earn approximately 50% more than women.*

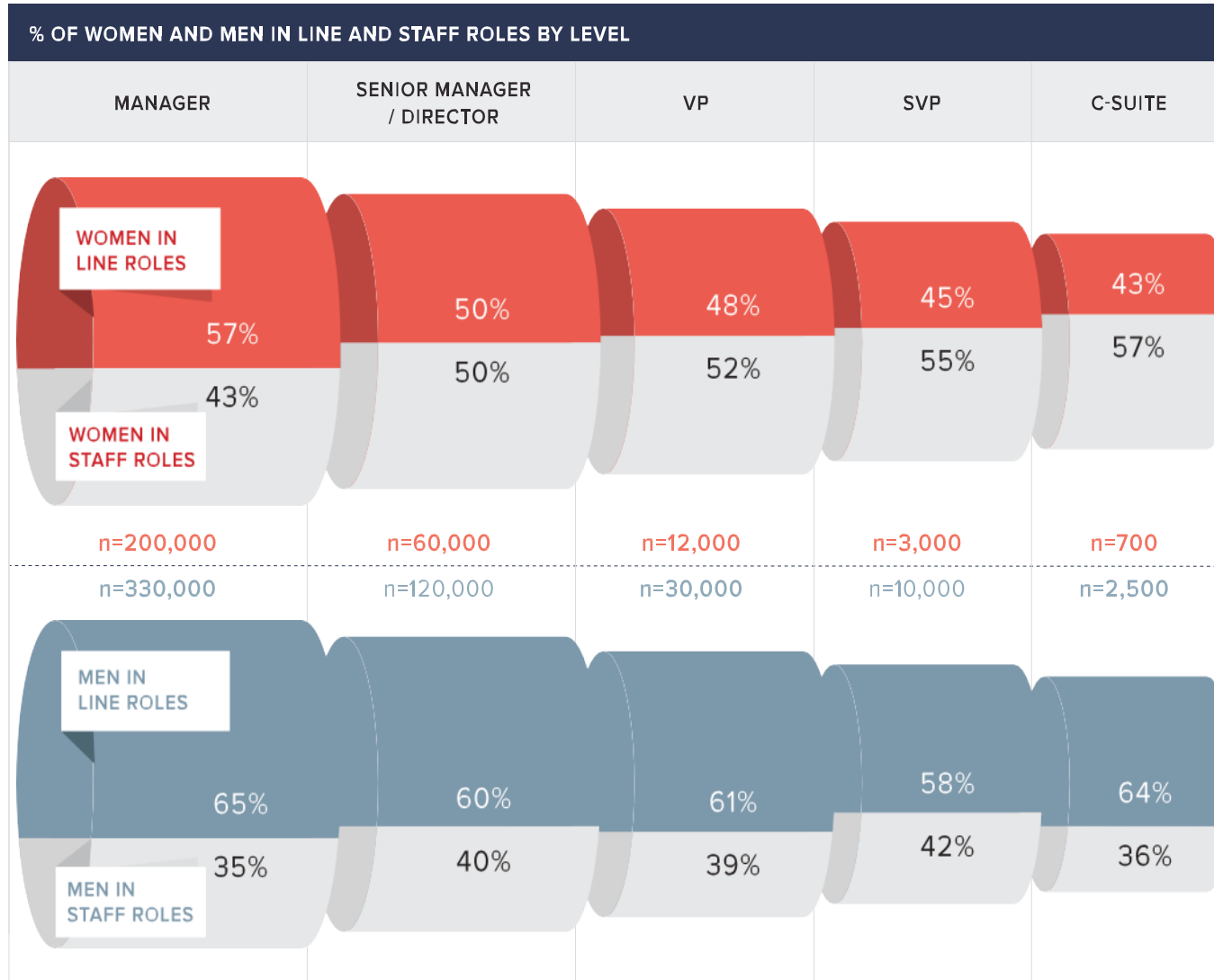
Source: Current Population Survey, 2010-2014.

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LINE VS. STAFF ROLES BY GENDER

WOMEN IN LINE ROLES ■ MEN IN LINE ROLES ■



The McKinsey Report - Women in the Workplace 2015

PROBLEM: THERE ARE DISPROPORTIONATELY FEW WOMEN IN MATHEMATICS

SENSIBLE SOLUTION

CAN WE TRY TO REMOVE THE STIGMA OF MATH AS UNFEMININE?



COMMON IDEA

CAN WE MAKE MATH *PINK*?





