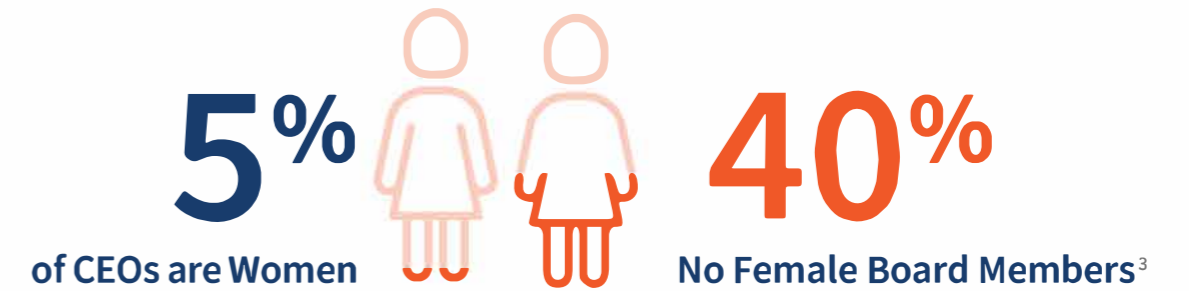
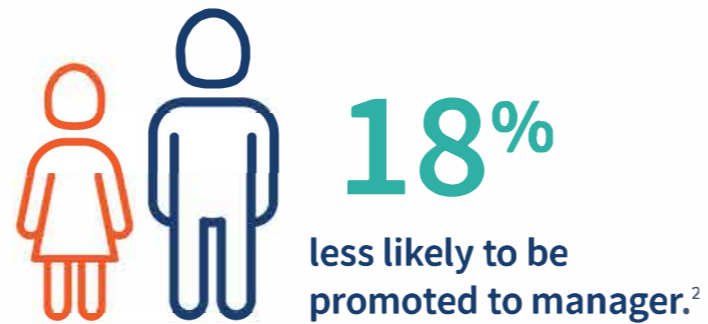
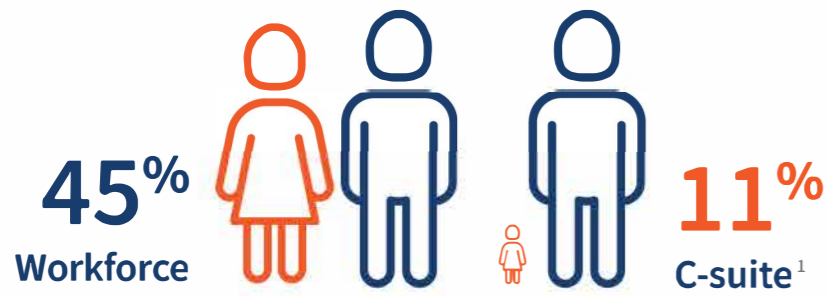


# WOMEN IN BUSINESS

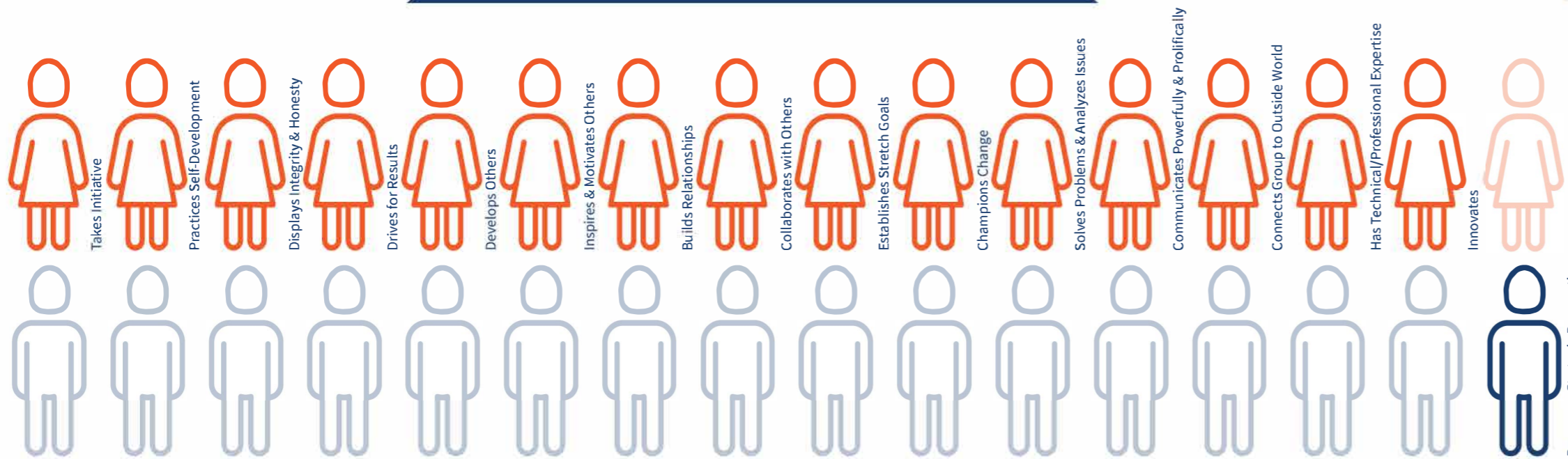
## Underrepresented...



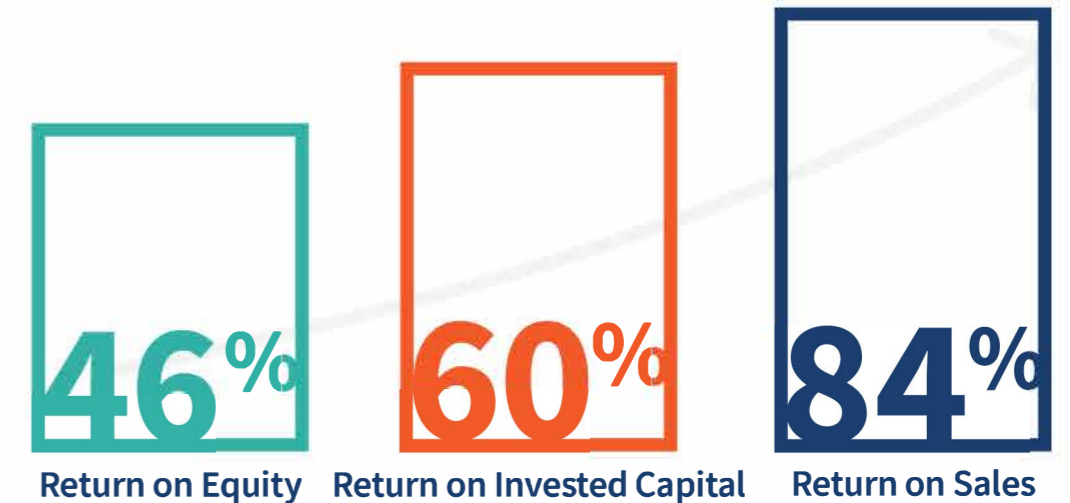
## Yet, More than Qualified<sup>4</sup>

## Not Just a Woman's Issue...

### Outscore Men in Leadership Competencies

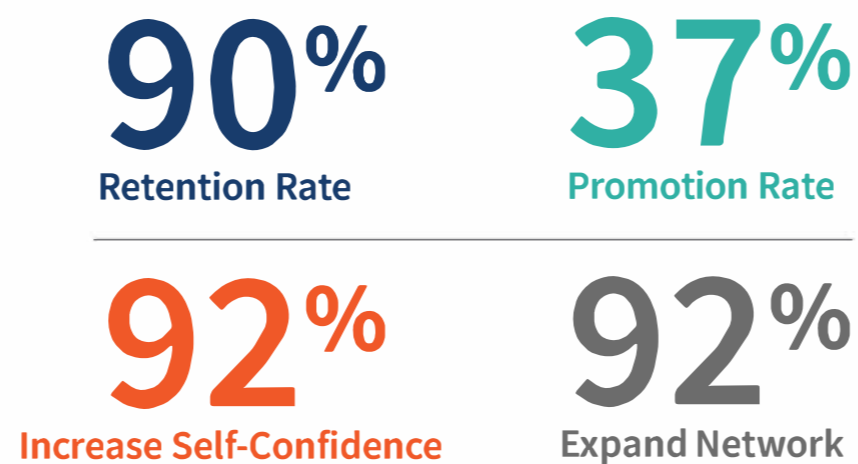
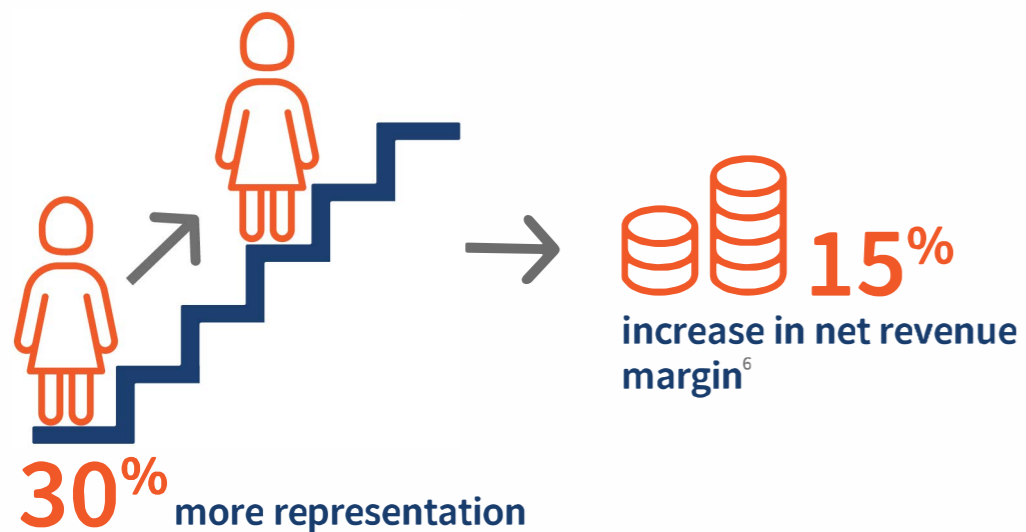


Companies with **30% more women leaders** represented see a **15% increase in net revenue margin**. Companies that invest in women overall also see impressive results:<sup>5</sup>



## ...it's a Business Issue

## Taking Action Has Real Results<sup>7</sup>



## MAKE YOUR MOVE

Analyze Gender Diversity at Your Organization with our Workbook  
[impactgroup.com/womenleaders](http://impactgroup.com/womenleaders)

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1. Pyramid: Women in S&P 500 Companies, Catalyst, 2019, <https://www.catalyst.org/research/women-in-sp-500-companies/>, 2. Women in the Workplace, Lean In, 2018, <https://womenintheworkplace.com/>, 3. Is Gender Diversity Profitable? Evidence from a Global Survey, Peterson Institute for International Economics, 2016, <https://www.piie.com/publications/wp/wp16-3.pdf>, 4. Are Women Better Leaders than Men?, Harvard Business Review, 2012, <https://hbr.org/2012/03/a-study-in-leadership-women-do>, 5. The Bottom Line: Corporate Performance and Women's Representation on Boards, Catalyst, 2011, <https://www.catalyst.org/research/the-bottom-line-corporate-performance-and-womens-representation-on-boards-2004-2008/>, 6. Is Gender Diversity Profitable? Evidence from a Global Survey, Peterson Institute for International Economics, 2016, <https://www.piie.com/publications/wp/wp16-3.pdf>, 7. IMPACT Group Internal Survey Responses, 2018