

# The New Advantage

How Women in Leadership Can Create Win-Wins  
for Their Companies and Themselves



## The Business World is Changing. Are you?

### Attention: Corporate Leaders and Executive Women

#### Do you worry about keeping pace with the changes of an evolving world?

The new advantage for companies who commit to balancing their leadership teams with talented women *and* men is that they will be well-positioned to lead in the future.

#### Old Models Fail in a New Reality

Many businesses fail to take advantage of the opportunities available in a diverse and vibrant environment. Why?

- They're following outdated models.
- They neglect to evolve their leadership teams.
- They operate on old and ineffective assumptions that no longer apply.

This dramatic imbalance has real financial consequences. Companies with few women in leadership have shown to underperform their competition by more than a third.

“The best companies have balanced leadership.”

- Renee West, First Woman President on the Las Vegas Strip

Advancing women  
isn't a women's  
issue. It's a  
business issue.

#### The Benefits of Balanced Leadership

The solution for companies that want to succeed in a competitive market is to take full advantage of *all* the potential in the organization – not just by advancing women, but by optimizing talent across the company. Companies with higher numbers of women at senior levels have shown results in increased revenues, greater innovation, and stronger leadership.

Finally, in a marketplace where women make the majority of financial decisions, a balanced team more accurately reflects the customer base.

#### Businesses Lose When Women Leave

Companies recognize the need for diversity, which is why the Fortune 500 spend \$8 billion a year to promote diversity, much of it aimed at advancing women. With the number of executive women stagnating at 15%, it clearly isn't working.

#### When Companies Advance Women...

- Executive Coaching
- Customized Leadership Development
- Awareness of the Challenges and Opportunities Unique to Women

#### They Gain a New Advantage

- Improve Profitability, Productivity and Performance
- Keep Top Talent
- Strengthen the Leadership Team
- Become Best Places to Work.



# A Note for Executive Women

## Women wonder if balance is possible. It *can* be done.

Beth was a Vice President who felt she had finally gone as far as she could go at her company. Her next promotion would put her onto the Executive Committee, but that promotion never came. Finally, when she felt completely defeated, she gave up.

"I could see it was never going to happen for me," she said, "so I left."

Beth's company lost a dedicated, talented leader who could have done great things. Beth felt she had to go somewhere else, even though she loved her company.

That's a *lose/lose*.

But it's not the end of Beth's story.

When Beth started taking personal leadership of her career, she became Executive Vice President and finally the CEO. She also became a visible success story and a role model for aspiring women.

She learned how being a woman in leadership can be a *win/win*.

## Women are in the position to empower themselves to advance as leaders.

Here's what women in highly successful leadership roles are learning they must do:

- Form networks of power, advocacy, and sponsorship.
- Align their personal goals with their professional goals.
- Navigate the corporate culture.
- Know their own value - and communicate it.
- Acknowledge bias where it exists.

“Powerful and pragmatic.”

- Ken Blanchard, Bestselling Author, The One-Minute Manager

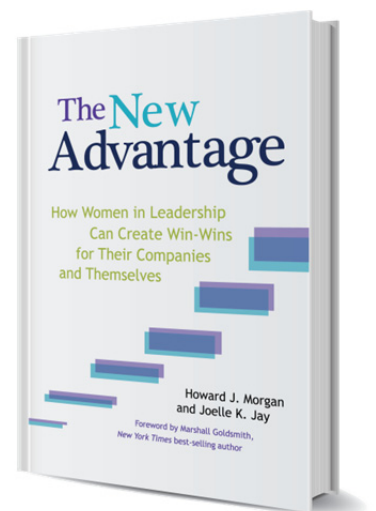
## Invest in cultivating *personal* leadership... and see the results for *corporate* leadership.

In one study,

- 75% of women engaging in executive coaching were promoted within six months
- 90% reported being excited about their jobs and enjoying improved happiness and quality of life.
- One company offering a program of personal leadership improved the retention of women up to 17%.

## About The Authors

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