



The WICT
Network

Empowering Women
in Media, Entertainment and Technology

THE GENDER DIVERSITY IMPERATIVE

About The WICT Network

Serving more than 10,500 members through 24 domestic and international chapters, The WICT Network is the largest and most renowned organization representing women in media, entertainment and technology. Since The WICT Network's founding in 1979, our mission has been to create women leaders who transform our industry. We accomplish this through highly-acclaimed training and development programs designed to educate women at every professional level. The WICT Network embraces a spirit of collaboration within its organization and throughout the industry. We partner with media companies to provide leadership programs and services, and challenge these companies to create professional advancement opportunities for women on a local and global level.

In addition, The WICT Network advocates for women by commissioning gender diversity research and sharing proven diversity, equity and inclusion (DEI) tactics that demonstrate the strong benefits businesses realize with a more gender diverse team. A way to do that is to follow the four **Pluses of Parity** — increased **innovation**, **profitability**, **recruitment** and **employee retention**.

Innovation

- According to Bersin by Deloitte, inclusive companies with women in all their ranks are more than one and a half times (1.5x) more likely to be innovation leaders in their market.
- To experience a significant jump in innovation revenue, leadership teams need to be at least 20% female. And that revenue increase jumps even higher when the percentage of diverse leaders increases. - Boston Consulting Group

Profitability

- On average, within the first 24 months of appointing female CFOs, companies see a 6% increase in profits and an 8% better stock return, per Bloomberg.
- Research shows that company profits and share performance can be close to 50 percent higher when women are well represented at the top, according to McKinsey & Co.'s *Diversity Matters* report.

Recruitment

- A survey from Glassdoor found that 76 percent of job seekers said a diverse workforce was important when evaluating potential employers.
- Sixty-one percent of women look at the gender diversity of the employer's leadership team when deciding where to work. - PwC

Retention

- Research from *Harvard Business Review* shows that having women leaders in a company's ranks gives employees a greater sense of teamwork and higher workplace morale.
- Gallup found that companies with more diversity on staff have a 22 percent lower turnover rate.

**The WICT Network – Your Partner for Stronger Women Leaders and
Improved Diversity, Equity & Inclusion**

Visit us at wict.org