

The Power of Women The Power of Diversity

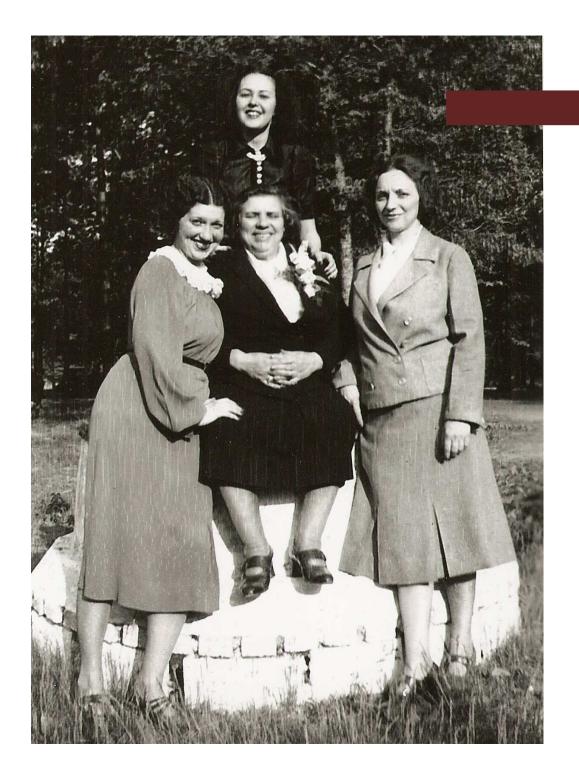
The (in)tangible and measurable benefits of diversity.

Judith Giordan Garvan-Olin Symposium American Chemical Society March 2010

The Power of Women The Power of Diversity

- Intangible Asset magazine January/February 2010
- Version of slides: http://tinyurl.com/jgiordan-PTCpower-ofwomen

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	Why it has women	s to be	
	Equality of opportunity is not just a matter of improving corporate diversity profiles. The simple fact is that companies that employ a number of women in senior positions tend to do better on a range of key measures than those that do not	and represent efforts to monetise an often- urrecognised intangible asset — the value of women and diversity is bottom line results and corporate reparticular presence of women in corporate ladership positions adds tangibly to the bottom line, and the National Association of Corporate Directors reported that companies with their corporations by howedning market	
	By Joldth Glordan Womm are tinglifts: We are fleash and blood, capable and smart – and see different expansion of the second second second second as intraglifts – and to add the second second as intraglifts – and to add the second second as intraglifts – and the second second second as intraglifts – and the second second second method of a sym Second Second Second Second Carlot Intragenet Capital and and the of the imminised with a board including Carlot Bink. Kinn with a board including Carlot Bink. Kinn	vision, mhancing hord dynamics, lonping media stochologica and imporving corporate equitation. This poper reviews the electrone that there is a competing business and finance — for promoting version into positions of corporate leadership and having women on the board. It also provides women and compared leadership and having women and the source leadership and having women and compared leadership and having and the source of the source of the source and reacoship engage in this pandigm sink.	
UMS This article is sponsored by the Intergible Asset Finance Society's Cutrench Committee. The objective of the Society (ewould interact on the Society of the Society (ewould interact on the Society of the Society (ewould interact on the Society of the Society of the sentence) of the Society of the Society of the Pommittee is devided by the Society of the Society Committee is devided by the Society of the Society of the Interactive asset value of human resources. (AMI regarder public set contribution from the Committee is devided by the Society of the Society of the Society Interactive asset value of human resources. (AMI regarder public set contribution from the Society of the Society of the Society of the Society of the Society (exception of the Society o	Campbel and Jenny Shipley (the former Prime Multiser of Cambia and Nee Zacland nepsectively). [Held Shudhi, the Martellitz, and several others, expects to function of the several others, expects to function by investing in firms which a site of by investing in firms which a site of by investing in firms which a site of the several others, expects to propresentation, and chaing an activit stance against those which do not. In this way, heaps to make an all contribution towards advance of the sevenes in the The Woorn's Calcentify Function joins the	Both of consumer decisions and represent built the population has, in many off-des, not supported or gained respect for the value of the start-up haderoid poiles. Buther it can be agained that these data have been used as grounds to dail with diversity and wromen in leadership toles as: "booking like the fact of our customest" or "it holps on business" I lead requirements with training for the start spin address the start of the start of hardwords y or the start of starts and y on the start spin address the start of the start of the start spin address the start of the start of the start of the start of the start of the start of the start spin address the start of the the start of the start of the start of the start of the start of the the start of the start of the start of the start of t	
the Society on a noteworthy intangible asset finance matter in each issue.	Isabella Fund as examples of growing interest in gender diversity in companies	 Negatives to manage against, such as in preventing lawsuits in areas including harassment, salary discrepancies or sellechaal Asset Management January/February 2010 52 	



Powerful women do AS much as they CAN...

Given the times in which they live... my grandmother was an entrepreneur in Russia and then again in the US

My mother (lower left) my grandmother (middle), my Aunt Pauline (lower right) and a to-be Aunt Sally (above) And mom became a beloved high school teacher... who was tough, loving and set high standards..

A child of the depression and WWII, she taught me the importance of being independent, of working very hard, of always helping others..

and expecting no one to "take care of me" That I needed to do that myself.



My parents went to a lot of PROMS Here they are in $\sim 1963...$



And the future ACS member wants to know.....

What is the chemical composition of those plants???

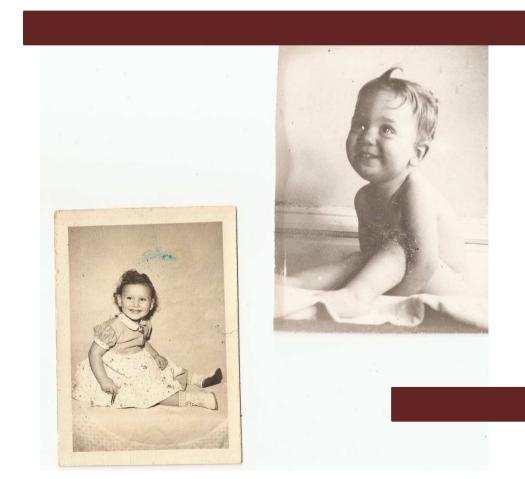
Another powerful woman.. Lydia...my younger sister!







To powerful women who "know-too-much"... Barbara since 1967 and Laurie since 1955 The man I married...Larry Friedman...a loyal and dues paying ACS Member since 1962!





Came from another powerful woman...

Anerva Korpi Friedman

Who, as many amazing women of her time...became a school teacher... and taught the value of and me the Finnish word SISU!



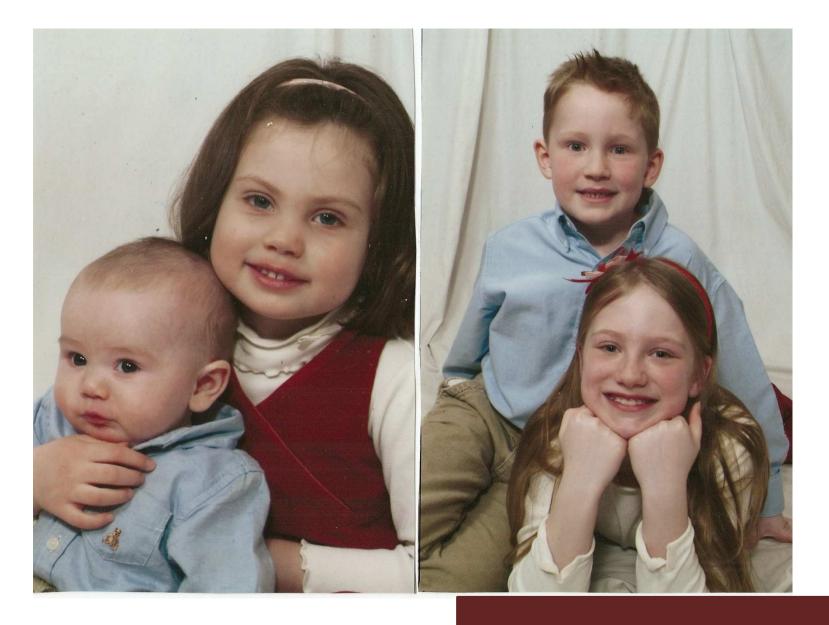




Heidi

Jennifer

And who was the Grandmother of two young women who gave me the chance to be a stepmom...



The Next Generation: Grandchildren Brandon, Alexa, Andrew and Kayla

Women Make the Difference

IStay At The Table

- Mary Boyd
- Sharon Feng
- Paula Hammond
- Cheryl Martin
- Barbara Newman
- Carol Van Hartesveldt

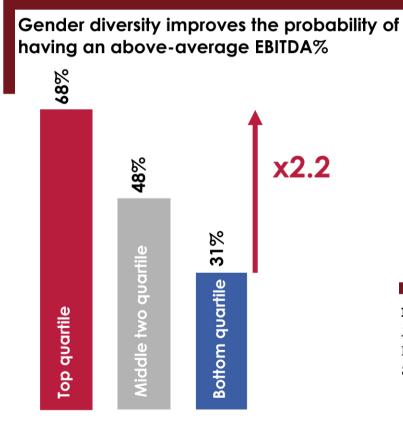
- Amber Hinkle and Janet Bryant
- Samina Azad Blogmeisterin "Just Cocktails"

Who else can I embarrass???

- USM "friends and colleagues"
- NSF and NAS friends and colleagues
- ACS "mom and dad"
- ACS "big sister"
- WCC & ACS friends and colleagues
- NCIIA, Steel City Re, corporate friends and colleagues

This is sounding like a *bad* academy awards spiel...Let's get on with what's IMPORTANT!

Women Make the Difference



 American companies would do well with more senior women. And the world would do better with more women entrepreneurs!

Fixing the Economy? It's Women's Work. By Katty Kay and Claire Shipman Boston Globe Sunday, July 12, 2009

Source: McKinsey & Company, 2007

More Facts....Pepperdine University

• Fortune 500 firms with the best records of putting women at the top are...



more profitable

More Facts....Catalyst

• Companies with three or more women on their boards...

...outperformed the competition on all measures by at least

40 %

More Facts... Center for Venture Research at the University of New Hampshire

• 2007submitted proposals to angel funds in the US



... but women received funding at equal rates to men

~14%

And Some Speculative Action....



- Economists at Davos
 - women on Wall Street might have averted the downturn.
- Norway
 - mandates that corporate boards be 40 % female.
- Iceland
 - major banks and its government in female hands.

Superior Intangible Asset Management



- Diversity improves
 - Operations, reputation, finance
- This is why
 - No expert is better than an informed and diverse group.
 - It's in the math!

Monetizing Intangibles



Actionables for Women

- Build Value
 - Personal
 - Enterprise
- We've Met the Enemy and She is Us
 - Show up
 - Stay
 - Have SISU!

Build Value – A Personal Change process

Personal Change Value Adding Chain – 5A's



Evidence for desired change	Spark of interest or necessity	Gain insights, skills, vocabulary, connections	Want to be part of a new opportunity	<i>Plan and start a the new opportunity</i>	Build it – make it real!
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Build Value – A Business Process

- KNOW how business and building business value happens.
- Lens of the Market and Value Chains

Research

Invention

Innovation

Commercialization

We've Met the Enemy..and She is Us? Show Up

• 30% of male post-docs expected their wives to make career concessions...

....15% of female postdocs expected the same from their husbands.

We've Met the Enemy..and She is Us? Stay

• Attrition of managerial women in venture firms growing

64 % of women in the industry in 1995 ...no longer there in 2000 compared to 33 % for

men.

We've Met the Enemy..and She is Us? Sisu

• Women *expect lower* salaries than men for the same jobs

• Men *expect* to earn more than women

...13 percent more than women during their first year of work; 32 percent more at their career peaks

Monetizing Intangibles



Actionables for Companies, Universities and Organizations

- Business processes that promote diversity
 - Embrace diversity as part of the business case.
 - Address the real issues
- Reputation for diversity
 - Increase, protect & restore
- Invest in Women

Confidence

Success and satisfaction

- Strong links between actual success (e.g., salary, position) and attitudes and beliefs
- Professional networking important

It's Elemental: Enhancing Career Success for Women in the Chemical Industry http://www.education.umd.edu/EDCP/enhance_site/It%27s%20Elem ental.pdf. Fassinger/Giordan

Male-female differences

Perceptions

- Male managers
 - More level playing field for women
- Female managers
 - More supportive of women
- Male and female managers
 - Overestimate home-work stress experienced by women.

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Business Case for Diversity



NOT a compliance exercise

Summary

lf you

want something you've never had or to*be* something you've never been...then you must



Gender .. an intangible asset

...do something you've never done.

- With
 - RESOLVE
 - CONFIDENCE
 - MEASUREMENT
 - ACCOUNTABILITY
- As a
 - BUSINESS CASE for REPUTATION ENHANCEMENT and ORGANIZATIONAL VALUE

The measurable benefits of women and diversity

THANK YOU...for this amazing honor!



The measurable benefits of women and diversity



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April 23, 2013

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