



The Power of Women

The Power of Diversity

The (in)tangible and
measurable benefits of
diversity.

Judith Giordan
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The Power of Women

The Power of Diversity

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





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 ~1963....



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

What is the chemical composition of those plants???



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



Who became an
accountant!



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!

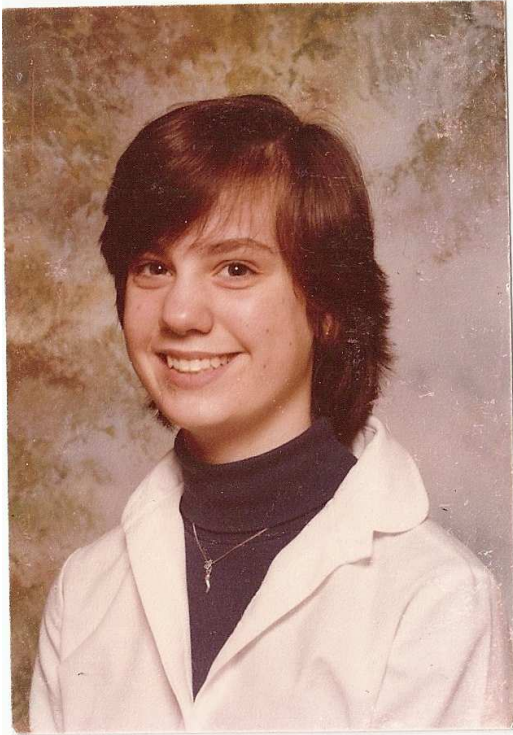


Came from another
powerful woman...

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!





Jennifer



Heidi

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

Stay 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”*

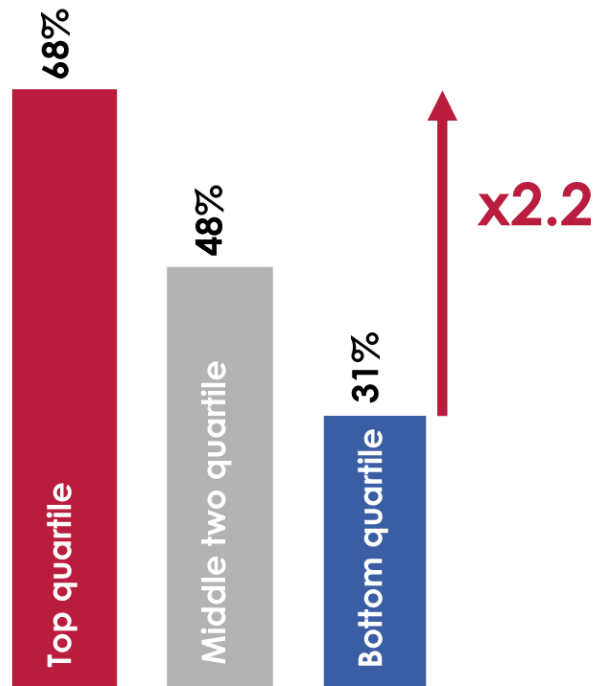
Who else can I embarrass???

- 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

Gender diversity improves the probability of having an above-average EBITDA%



- 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...

18 to 69 %

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

- 2007 submitted proposals to angel funds in the US

9% v 92%

Women v Men

... 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

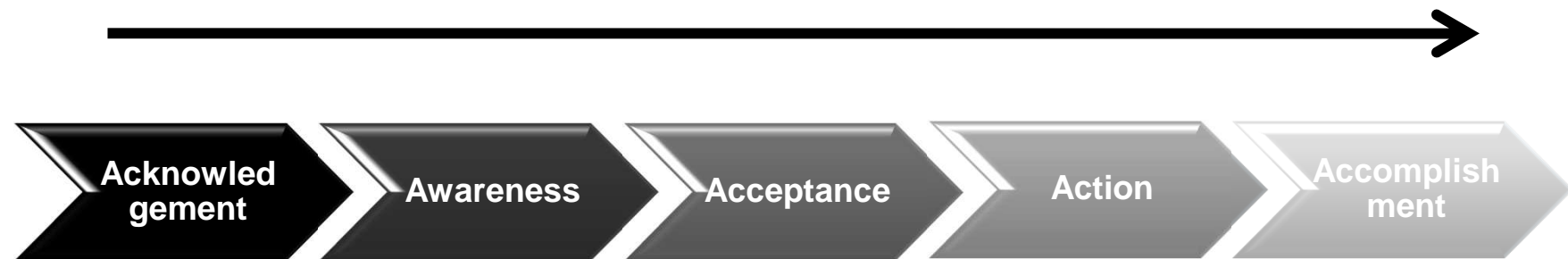


Actionables for Women

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

Build Value – A Personal Change process

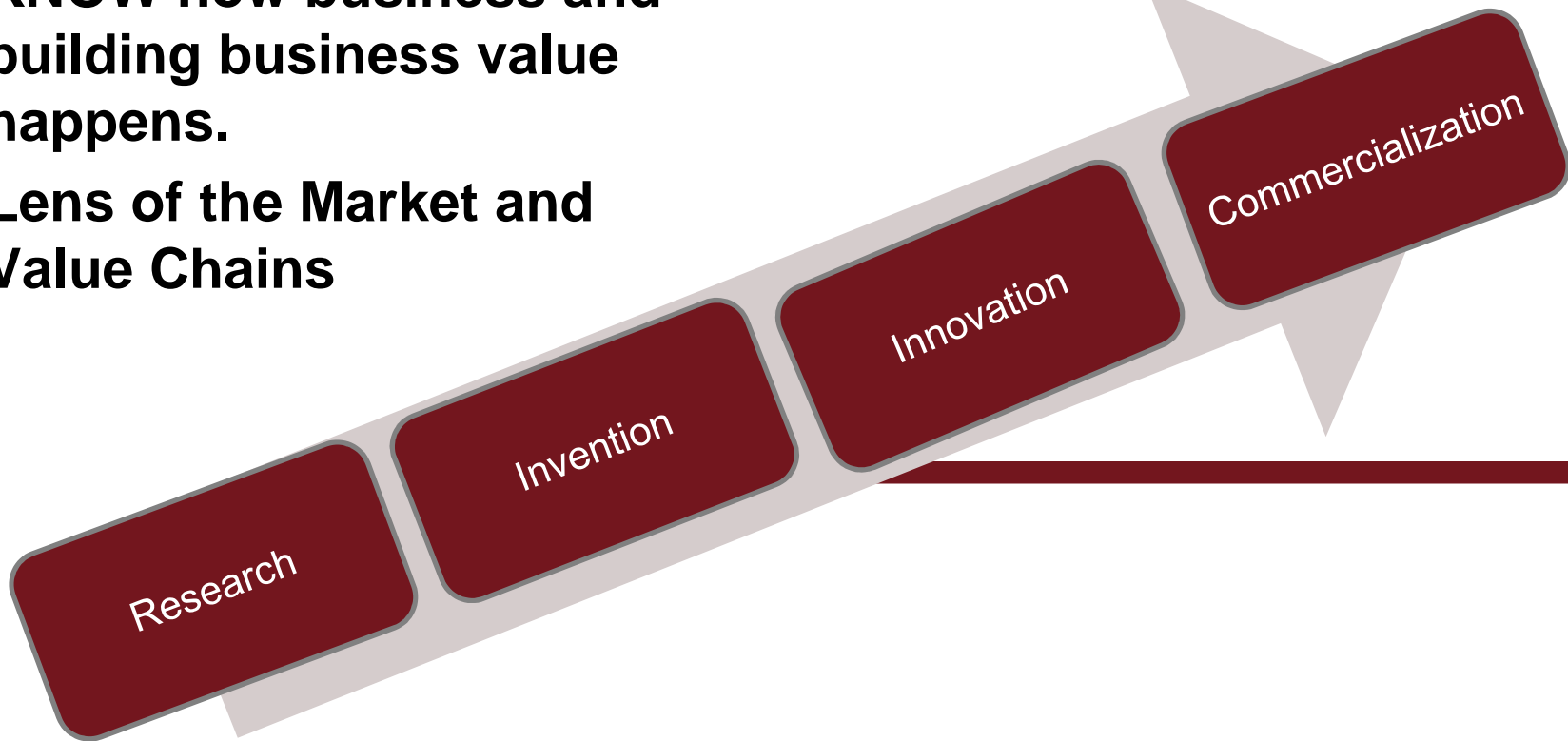
Personal Change Value Adding Chain – 5A's



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

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



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 post-docs 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%20Elemental.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



Creates

Operational
Reputational
Financial

Value

NOT a compliance exercise

Summary

If 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

