Women, leadership, and the priority paradox

Why so few organizations are getting this right – but those that do are outperforming

Some organizations – we call them First Movers – are serious about achieving gender equality in their leadership ranks

Women’s ability to move into leadership roles continues to be stymied

79% of organizations globally say advancing women into leadership roles is NOT a formal business priority

First Movers outperform their competition in two key financial metrics

They value the **individual contributions** of men and women equally

- **97%**

They identify women as **high performers** as often as men

- **90%**

They identify women with **high potential** as often as men

- **89%**

Gender diversity in leadership is good for business. Has your organization made this a strategic priority?

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