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

They value the individual contributions of men and women equally

They identify women as high performers as often as men

They identify women with high potential as often as men

First Movers outperform their competition in two key financial metrics

Profitability

First Movers: 25%
Other organizations: 13%

Revenue growth

First Movers: 23%
Other organizations: 13%

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

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Note: Research is based on a survey of 2,300 executives and professionals—an equal number of women and men—from organizations worldwide conducted by IBM and Oxford Economics.