Women's Development *Is* Business Development

The Business Case for Advancing Women in Public Accounting

Women: The Overlooked Growth & Profitability Driver

Women comprise 51% of public accounting firm employees, but 19% of firm partners and principals. - *2014 Accounting MOVE Project*

Fewer women are entering public accounting. In 2002/03, women comprised 56% of new accounting grads (B.A. and M.S. combined). In 2012/13, they comprised 48%. – *AICPA 2013 Trends in Supply of Accounting Graduates*

Accounting and finance jobs are the fifth-hardest to fill. – *2013 Manpower Talent Shortage Survey*

Accounting firms' demands for new hires is expected to continue at its current pace, as firms seek to hire both for growth and to replace retiring baby boomers. – *AICPA 2013 Trends in Supply of Accounting Graduates*

Women comprise 61.3% of the 1.814 million American accountants and auditors. - *Bureau of Labor Statistics, 2012*

The larger the firm, the smaller the proportion of women at the top. Women comprise 20% of equity partners at firms with annual revenues over $25 million but 25% of equity partners at firms with annual revenues of $1 million to $5 million. – *AICPA*

As women progress in their public accounting careers, work-life balance and flexible work options rise in importance. Work-life balance is key to the retention of 63% of women managers (but important to 50% of women senior staff) while flexible work benefits are key to 54 of women managers (compared to 43% of women senior staff*).* *– 2013 Accounting MOVE Project Report*

Women comprise 11.4% of chief financial officers at Fortune 500 companies. – *Catalyst*

Women are over 50% of all managers, but only 4.6 percent of CEOs of Fortune 1000 companies are women. Here is *the list* from Catalyst.

Women on Boards Drive Better Results

Fortune 500 companies with the most women board members outperformed those with the least by:

- 16% for return on sales
- 26% for return on investment

- *Catalyst*

Fortune 500 companies with three or more women board directors outperformed those with zero women board directors by:

- 84% for return on sales
- 60% for return on investment
- 46% for return on equity

- *Catalyst*

On average, companies with three or more women on the board have a market capitalization *three times greater* than that of companies with no women board members. – *Credit Suisse*

Companies with at least one woman on the board outperformed companies with no women by 26 percent over the last six years. The difference occurred since the 2008 recession: gender diversity correlated with rocky markets, with those companies delivering higher return on equity and more even earnings. - *Credit Suisse, 2013*

Successful acquisitions cost 15.4 percent less with each female director added on a board. And each additional female director reduces the number of companies' attempted takeover bids by 7.6 percent, minimizing risk and focusing acquisition strategy. – *University of British Columbia, Director Gender and Mergers and Acquisitions*

- 16%: the average return on equity of companies with at least one woman on their boards
- 12%: average return on equity of companies with no women on their boards

– *Credit Suisse*

- 14%: average net income growth for companies with at least one woman on their boards
- 10%: average net income growth for companies with no women on their boards

- *Credit Suisse*

Investing in Women Leaders Pays Off

Companies improve performance when they have more women in leadership.

Researchers compared S&P 1,500 companies with themselves over a 15 year period and found that, overall, "the data suggest[s] that firms that promote women to senior management positions enjoy economically superior performance because of the complementary set of interpersonal management skills related to inclusiveness and the encouragement of employee voices that women bring to the table."

– *Columbia Business School*

"25 of Fortune 500 firms that most aggressively promoted women to executive positions had 34 percent higher profits as a share of revenue than the industry median."

- *Roy Adler/Pepperdine University*

A Catalyst study on the financial performance of Fortune 500 companies with three or more women board directors outperformed those with zero women board directors by 84 percent for Return on Sales; 60 percent for Return on Investment; and 46 percent for Return on Equity. The same study showed that companies with the most women board directors outperformed those with the least by 16 percent for Return on Sales; and 26 percent for Return on Investments. – *Catalyst*

"Women are less likely to stay at companies (and industries) that do not value, respect and appreciate their talents. Women must see evidence of active processes to improve the hiring, retention and development of female managers. It also includes having gender friendly work policies." – *Gallup/Cambridge University and Elevating Women Leaders*

Women Are Key Consumers and Business Decisionmakers

46% of U.S. privately held firms are at least half owned by women. – *"High Achievers: Recognizing the Power of Women to Spur Business and Economic Growth," EY*

Women own a third of all businesses worldwide. – *"High Achievers: Recognizing the Power of Women to Spur Business and Economic Growth," EY*

By 2028, women will control 75% of discretionary spending worldwide. – *"High Achievers: Recognizing the Power of Women to Spur Business and Economic Growth," EY*

"Between 1970 and 2009, women went from holding 37 percent of all jobs to nearly 48 percent. That's almost 38 million more women. Without them, our economy would be 25 percent smaller today – an amount equal to the combined [gross domestic product] of Illinois, California and New York." – *WSJ Executive Summary*