

SHOW  
ME

50

CLOSING THE GENDER GAP  
ONE CORPORATION AT A TIME

In the U.S., women are **52%**  
of management,  
professional and related  
positions.

**However...**

Women hold  
less than **5%** of CEO positions  
and **19%** of board seats

Women are grossly underrepresented in senior leadership positions<sup>1</sup>.

**The glass ceiling still exists.**

<sup>1</sup>We view senior leadership as Director level and above positions

**After decades of effort and slow progress, how do we change corporate cultures and policies to accelerate the number of women in senior leadership positions?**



# We **CHANGE** the Landscape



# Introducing...

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CLOSING THE GENDER GAP  
ONE CORPORATION AT A TIME

Armed with compelling facts, engaging narratives and an inspiring voice, ShowMe50.org empowers individuals with the actionable tools they need to collaboratively make change happen – achieving 50% women in senior leadership positions at America’s largest corporations.



## VISION

Achieve 50% women in senior leadership positions at America's largest corporations.

## MISSION

Provide a website platform to engage individuals in actions that level the playing field. Actively collaborate with companies to inform and implement a culture of gender equality for the mutual benefit of employees, customers, communities and shareholders.

**A two-gender solution**



# Our Goals

- Unite, inform and inspire like-minded women and men to create catalysts for change
- Start authentic conversations within our companies
- Influence change in corporate cultural norms, practices and policies through a grassroots movement

**Achieve 50% women in senior leadership positions at all  
S&P 500 companies**

# What We're Trying to Change

- Reliance on stereotypes which lead to unconscious bias at work<sup>1</sup>
- Unequal access to information and programs
- Exclusive, command-and-control cultures

<sup>1</sup> *Creating a Level Playing Field* by Shelley Correll at LeanIn.org; video and discussion guide;  
<http://leanin.org/education/creating-a-level-playing-field/>

# What does Change Look Like?

Use the ShowMe50™ Win-Win Checklist to Optimize our Workforce:

- ❑ Education of employees and managers about stereotyping and gender bias
- ❑ Objective and transparent performance evaluation and talent management systems
- ❑ Work-Life Effectiveness (WLE) approach to workplace flexibility<sup>1</sup>
- ❑ Accountability

**Who wins?** Employees, Customers, Communities, Shareholders

<sup>1</sup> Catalyst: Beyond Flexibility, Work-Life Effectiveness as an organizational tool for high performance; 2008.

# Education of Employees and Managers About Stereotyping and Gender Bias<sup>1</sup>

- ❑ Provide skill based training<sup>2</sup> to educate managers about stereotyping
- ❑ Teach techniques to override automatic tendencies to use stereotypes, learn to recognize the conditions that place them at risk for stereotyping and have opportunities to practice interacting with people who are different from themselves
- ❑ Equip employees with skills to self-monitor their perceptions
- ❑ Implement a system of checks and balances to safeguard against stereotypic bias

<sup>1</sup>Adapted from Catalyst: Women Take Care, Men Take Charge: Stereotyping of U.S. Business Leaders Exposed

<sup>2</sup>Skill-based training demonstrates and explains the desired behavior then requires sufficient in-class practice and coaching time. It engrains skills to recognize and self-correct bias after leaving the class.

# Objective & Transparent Performance Evaluation and Talent Management Systems

- ❑ Clearly define and communicate performance evaluation and candidate job selection criteria
- ❑ Create explicit decision rules about how evaluation criteria are weighted and applied for performance evaluations and candidate job selections
- ❑ Post and effectively communicate all jobs internally
- ❑ Implement diverse slate policies
- ❑ Utilize panels of diverse, bias-trained interviewers for candidate selection
- ❑ Publish career development programs and their qualifications

# Work-Life Effectiveness (WLE) Approach to Workplace Flexibility

- ❑ Establish work practices that create business agility including flextime, job sharing, and telecommuting
- ❑ Use employee needs, interests and concerns about burnout as a catalyst for creatively designing work
- ❑ Give employees with significant parental responsibilities more time to show they're qualified for promotion
- ❑ Establish alumni programs for women who need to step away from the workforce; tap their expertise to show that returning is possible

# Accountability

- ❑ Demonstrate a commitment to diversity and inclusion and to increasing the percentage of women in senior leadership positions through the visible and vocal personal actions of the CEO and his/her direct reports
- ❑ Commit and sustain financial resources to internal employment diversity programs and culture change efforts
- ❑ Hold senior management accountable for diversity within all business activities and evaluate managers based on their ability to achieve diversity goals for senior leadership representation across all business units
- ❑ Show results: move statistics meaningfully toward achieving 50% women in director and above positions

# ShowMe50™ Core Beliefs

- Aspiration for 50% women in executive leadership positions one corporation at a time.
- Gender equality is a business issue – not a women’s issue.
- Men are important stakeholders in the conversation. We seek and value their viewpoints and participation.
- Knowledge is power. Small steps by many can lead to big change.
- Action is needed now. We will show individuals how to make a difference in strategic and collaborative ways.
- No quotas – we believe in voluntary progress as a result of individual enlightenment and systemic change.



# Defining our Difference

- S&P 500 focus
- Highly condensed social science research in a format to influence action
- Grassroots initiative that leverages individuals within their companies to influence change from the inside out
- Authentic collaboration between individuals and company leadership to apply internal and external pressure for culture change, access to resources and accountability to women
- “How-to” action kits – suggestions for what to do and say when, how to say it and to whom

**ShowMe50™ teaches individuals how to effectively communicate a business case and influence change**

# ShowMe50™ will Illuminate & Educate

Help individuals...

- Get the facts on what drives gender inequality in the workplace
- Benchmark their companies
- Start conversations with bosses, HR, friends and family
- Drive culture change
- Influence the adoption of ShowMe50™ Win-Win Checklist concepts

# ShowMe50™ will Inspire & Empower

Give individuals confidence to...

- Find like-minded women and men within their companies
- Show others what's possible
- Work within the existing structures of their companies and personal and professional communities
- Influence their networks to control implicit bias and take action to drive culture change
- Share their stories

**Make gender intelligence cool!**

# ShowMe50™ Supporters are Growth Catalysts

We want our companies to earn more profits!  
Our ideas, our leadership and execution styles  
bring diversity of thought,  
innovation and  
earnings growth

[www.showme50.org](http://www.showme50.org)