



Launch Video – Countdown to 50%

Script	Source
In the last 2 decades the number of female CEOs in corporate America has grown.	Catalyst, CEOs 1995 - 2014: http://www.catalyst.org/knowledge/fortune-500-ceo-positions-held-women
It's grown from 0%, to 5%	Catalyst, S&P 500 CEOs, 2015: http://www.catalyst.org/knowledge/women-ceos-sp-500
That change is too slow. (pause, next subject)	
At our current pace, it will take 8 decades to achieve parity	World Economic Forum, Global Gender Gap, 2014: http://www.weforum.org/news/2095-year-gender-equality-workplace-maybe Report aims to understand whether countries are distributing their resources and opportunities equitably between women and men, irrespective of their overall income levels. Measures the size of the gender inequality gap in four areas: Economic participation and opportunity, Education, Political empowerment and Health and survival.
Women are underrepresented throughout leadership . On corporate boards: 19% are female.	Catalyst, Women's Share of Board Seats, 2015: http://www.catalyst.org/knowledge/2014-catalyst-census-women-board-directors
and senior leadership? 24%	Grant Thornton, Women in Business, 2014: http://www.grantthornton.at/files/GTI%20IBR/women-in-business-international-business-report.pdf Global: 24%, pg. 10 U.S.: 22%, pg. 11 map
And yet... Companies with women in leadership outperform in Return on Equity... Return on Sales and Return on Invested Capital	Catalyst, Bottom Line, 2011: http://www.catalyst.org/knowledge/bottom-line-corporate-performance-and-womens-representation-boards-20042008 Companies with sustained high representation of women on boards significantly outperform those with sustained low representation of women on boards: Return on Equity: 46% higher Return on Sales: 84% higher Return on Invested Capital: 60% higher Another study, similar findings: Credit Suisse, Gender 3000: Women in Senior Management, 2014: https://publications.credit-suisse.com/tasks/render/file/index.cfm?fileid=8128F3C0-99BC-22E6-838E2A5B1E4366DF
Women make up 50% of the managerial and professional workforce. These numbers don't add up.	U.S. Bureau of Labor Statistics, 2014: http://www.bls.gov/cps/cpsaat11.htm