

## Important new data on women...

Now that we're a fifth of the way through the 21st Century, we know that when it comes to diversity and gender equality, words are not enough – it's action that matters. At The Pipeline, we believe in taking a muscular approach to tackling the underrepresentation of women in senior roles within business. That's why we measure progress not by what companies say, but by what they do.

Today, we're launching Women Count 2020, our latest analysis of the number, roles, and value of women in senior positions across the FTSE 350. Here is a snapshot of some of the staggering results from this year's count:

### 1. Women Leaders:

On the 17th April this year, there were only 5 women CEOs in the FTSE 100, down from 6 in 2019 and 7 in 2018. Clearly a poor trajectory.

In Women Count 2020, former UK Prime Minister Theresa May warns that firms will be unable to recruit the required talent if they fail to take action. She also explains the important role government has in developing a regulatory environment that promotes good business.



To read the foreword written by the Rt Hon Theresa May MP, please click [HERE](#).

### 2. Lost Profits:

At a time when the national debt is over 100% of GDP, and we are facing one of the worst economic crises in the past 300 years, Women Count 2020 reveals a potential loss of £47 billion in pre-tax profits. A sum this size would fund the NHS for over 5 months, right through this wave of Covid-19 and beyond!



We are delighted that Lord Bilimoria, the new President of the CBI, has also contributed to this report and supports the business case for greater diversity in companies. We wish Lord Bilimoria well with his CBI Presidency. To read more from him on the way forward, please click here [HERE](#).

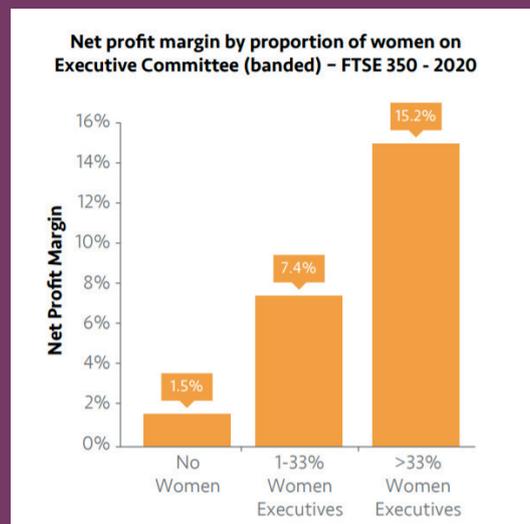
### 3. “More women leads to more profit” - are you sure?

Absolutely. We are sure that more senior women in organisations leads to a greater profit margin, this has been known for more than a decade. And before you ask, we are not inadvertently reporting companies or sectors that have greater profitability. The correlation is the same when you compare competitors within industries and sectors. The IMF, in their 2016 survey of 2 million firms, showed beyond doubt that where companies have more women at the top their profit margins are greater.

Profit is the outcome, but when we dig deep and analyse the 5 important underlying characteristics that make companies more profitable than their competitors, we can show causation. The 5 important qualities for profitable companies include:

- Better understanding of client and customer need;
- Greater ability to problem-solve;
- Higher collective intelligence;
- Better risk management;
- Less likely to overpay for M&A.

The IMF, Harvard, MIT and McKinsey are just some of the many reputable organisations that have undertaken large scale studies on this topic. Their results reveal that, where there are more women at the top, a company's performance is higher on all these characteristics, and as a result they are more profitable than those with few or no women.



That's why Women Count 2020 reports that where FTSE 350 companies have executive committees with female memberships of more than 33% they have a net profit margin over 10 times greater than those companies with no women at this level.

### 4. Lack of Profit & Loss roles for women is one of the barriers

Women Count 2020 reveals one of the barriers to progress is the lack of women in Profit & Loss (P&L) positions, which are key stepping-stone roles for progression. 9 out of every 10 key P&L roles on FTSE 350 executive committees are held by men.

An absolutely staggering 238 companies in the FTSE 350 have zero women in P&L roles on their executive committees.

This is very concerning for the future prospects of arresting the decline in numbers of female CEOs within top British companies, let alone beginning to improve gender diversity at the top of corporate Britain.

If you'd like to know more about the other barriers women face and how to overcome them, call us on 0207 636 9002 or visit [www.execpipeline.com](http://www.execpipeline.com) for more information.

## 5. Women help other women

Again this year, Women Count 2020 shows that women in leadership positions do help pull through other women with them. Contrary to the unpleasant myth that having a woman CEO does nothing to improve overall gender diversity, on average 1 in 3 places on executive committees are filled by women where there is a female CEO. This falls to 1 in 5 with male CEOs.

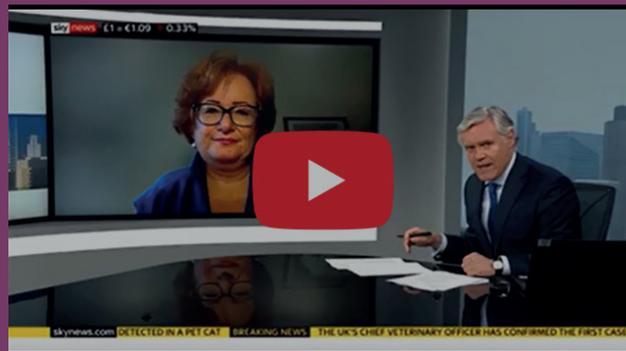
### Women Count 2020 in full:

If you would like to read the full report, please click [HERE](#) to read Women Count 2020.



If, like us, you'd also like to see greater collaboration between men and women at work, please help us spread the word by sharing the link to the report via Facebook, Twitter or LinkedIn by clicking the buttons below:

[Facebook](#)  
[Twitter](#)  
[LinkedIn](#)



Lorna Fitzsimons interviewed on Sky News about the launch of Women Count 2020.

You can also see some of the coverage of Women Count 2020 in today's news by clicking on the links below:

- BBC: ["Firms with more female executives 'perform better'."](#)
- Daily Mail: ["Want to boost profits? Hire more women! Large companies with no female executive committee members 'missed out on £47billion last year' research claims."](#)
- CityAM: ["Lack of UK female bosses leads to £47bn profit gap."](#)