Shift Happens
The Rise of Women in American Business Leadership

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Gender Diversity in Leadership
The Role of Women is Shifting
- Women’s role in society began to shift in World War II
- Female business owners account for 36.3% of small businesses
- S&P 500 companies with females CEO’s have increased to 5.8% in 2017 from 1.8% in 2004
- If women are 30% of a leadership team, profitability increases by 15%

Culture is Inherently Difficult to Change
- Bias towards women is thwarting their productivity
- Nicole Hallberg e-signature case
- “Fearless Girl” statue in New York’s financial district
- 57% of women feel they must fulfill multiple roles in society
- Psychological phenomena hold women back (the confidence gap and the imposter syndrome/phenomenon)

Improving Gender Diversity and Equity
Private Sector Initiatives
- Corporate task forces
- Chief Diversity and Inclusion Officers
- Diversity benchmarks when hiring and promoting

Public Sector Initiatives
- Increased public school STEM programming
- United Nation’s “HeForShe” campaign with “IMPACT 10x10x10”
- International Women’s Day

Industry Statistics

The Future of Gender Diversity and Equity in Business Leadership

Individual Keys to Success
- Find mentors early on
- Establish diverse networks to increase inclusion
- Collaborate to enhance the impact of women’s voices

Corporate Keys to Success
- Understand the leadership spectrum
- Change culture through the onboarding process
- Act upon corporate diversity initiatives

Society’s Keys to Success
- Accept the shifting role of women
- Demand transparency from management
- Implement bottom-up culture changes

Primary Research

Excerpts from Interview Questions
- What are some key differences between male and female leaders
- What are your favorite and least favorite parts about being a woman in a male-dominated field?
- Describe a pivotal moment in your professional development that helped to shape your current leadership style.
- How have you applied your leadership into roles outside of your job (philanthropic efforts, citizen leadership, etc.)?
- What stereotypes have you experienced while leading?
- Describe how networking in your field varies between men and women.
- What are three to five characteristics that make you an effective leader?
- In what ways does having a woman in the room change the conversation during meetings?