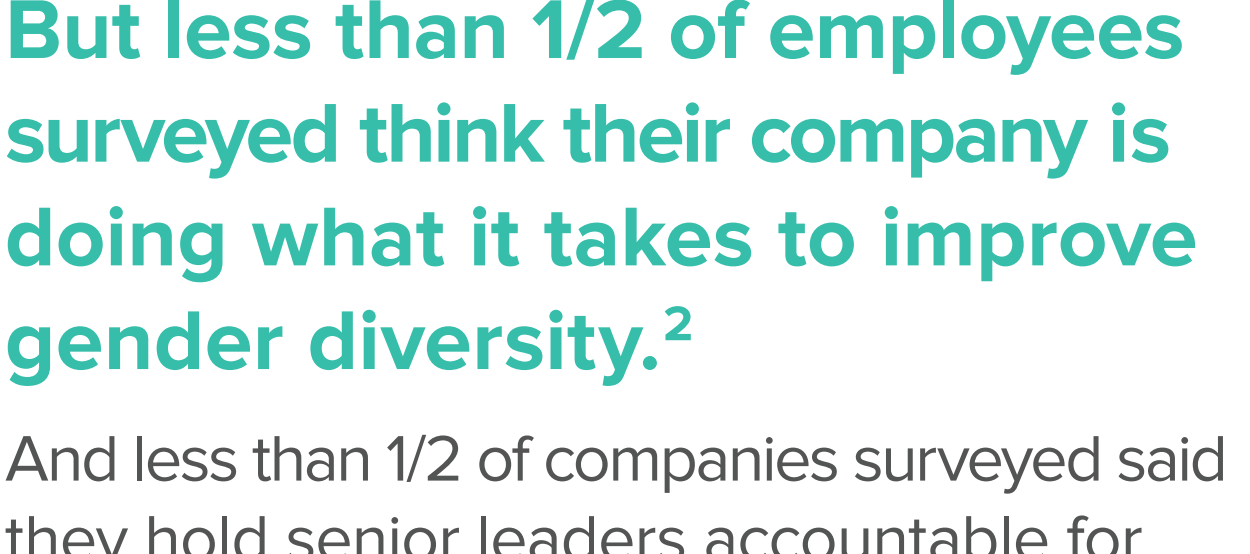
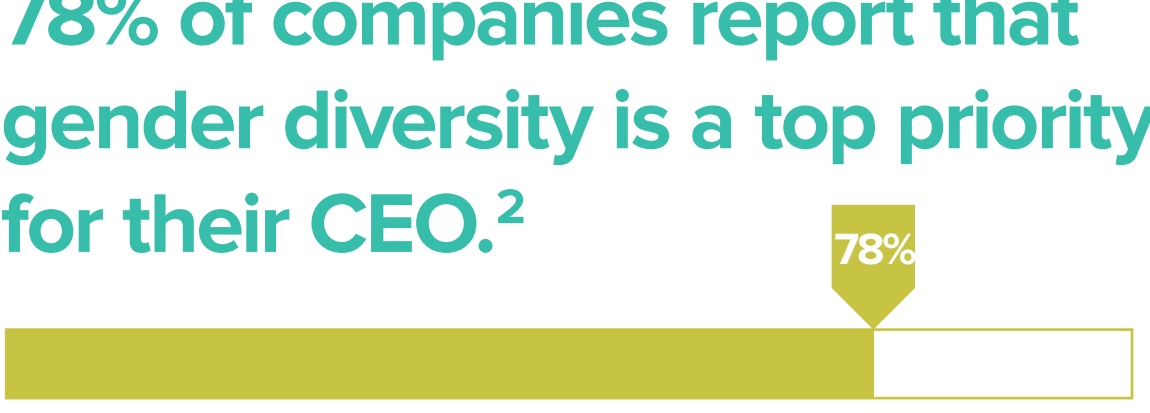
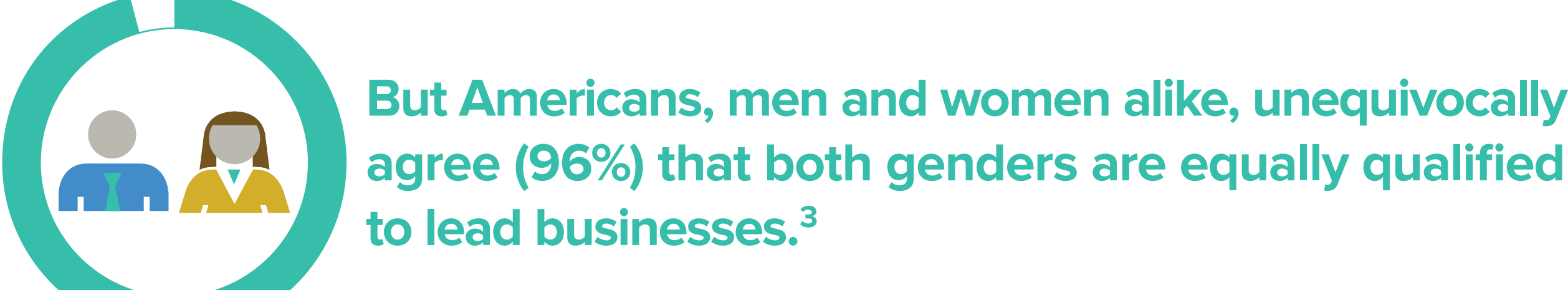
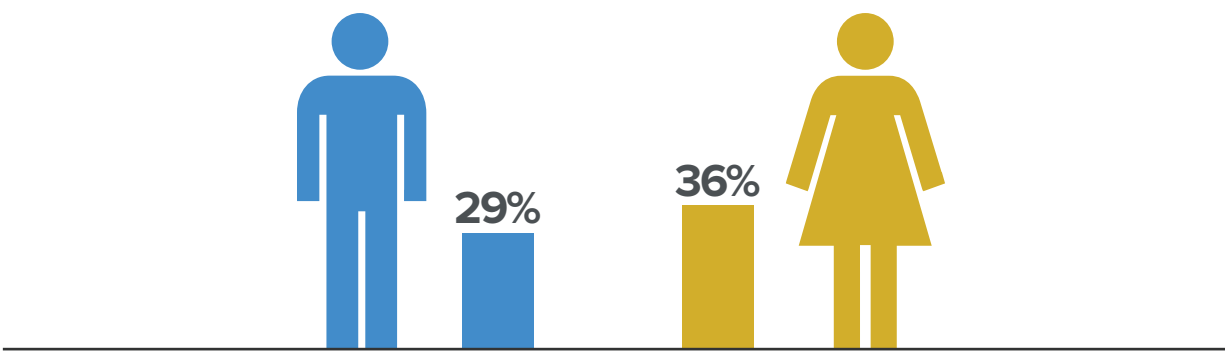


Does the media influence how we perceive women in leadership?

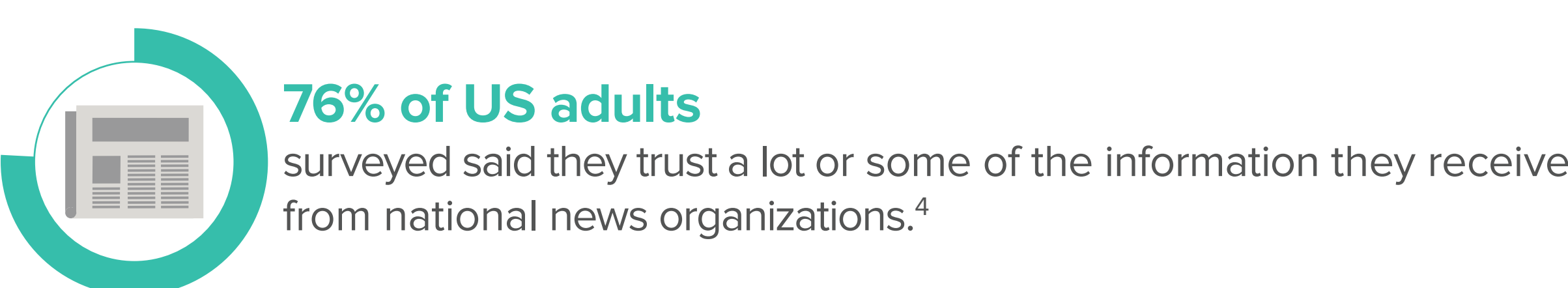
The landscape in 2016



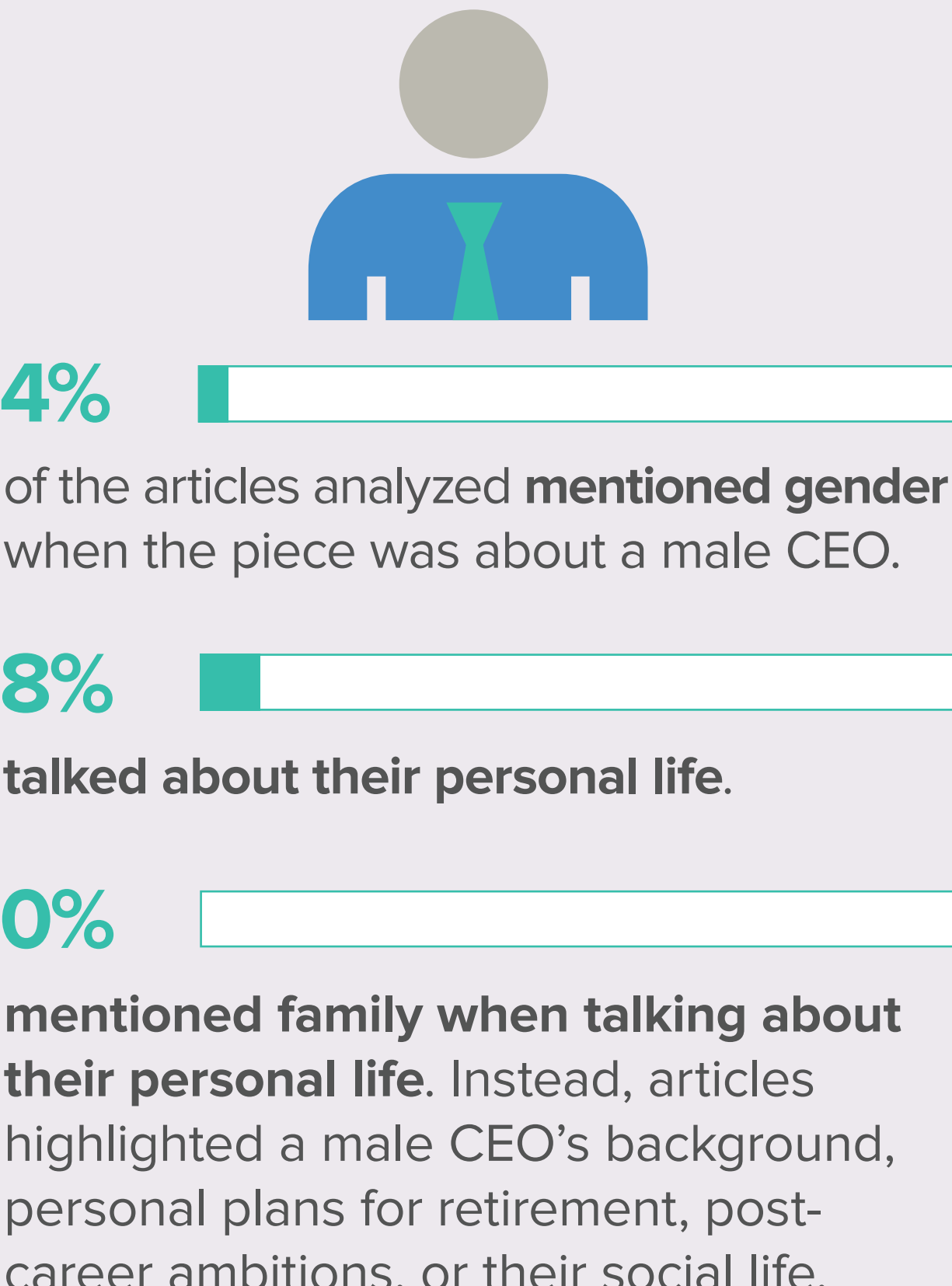
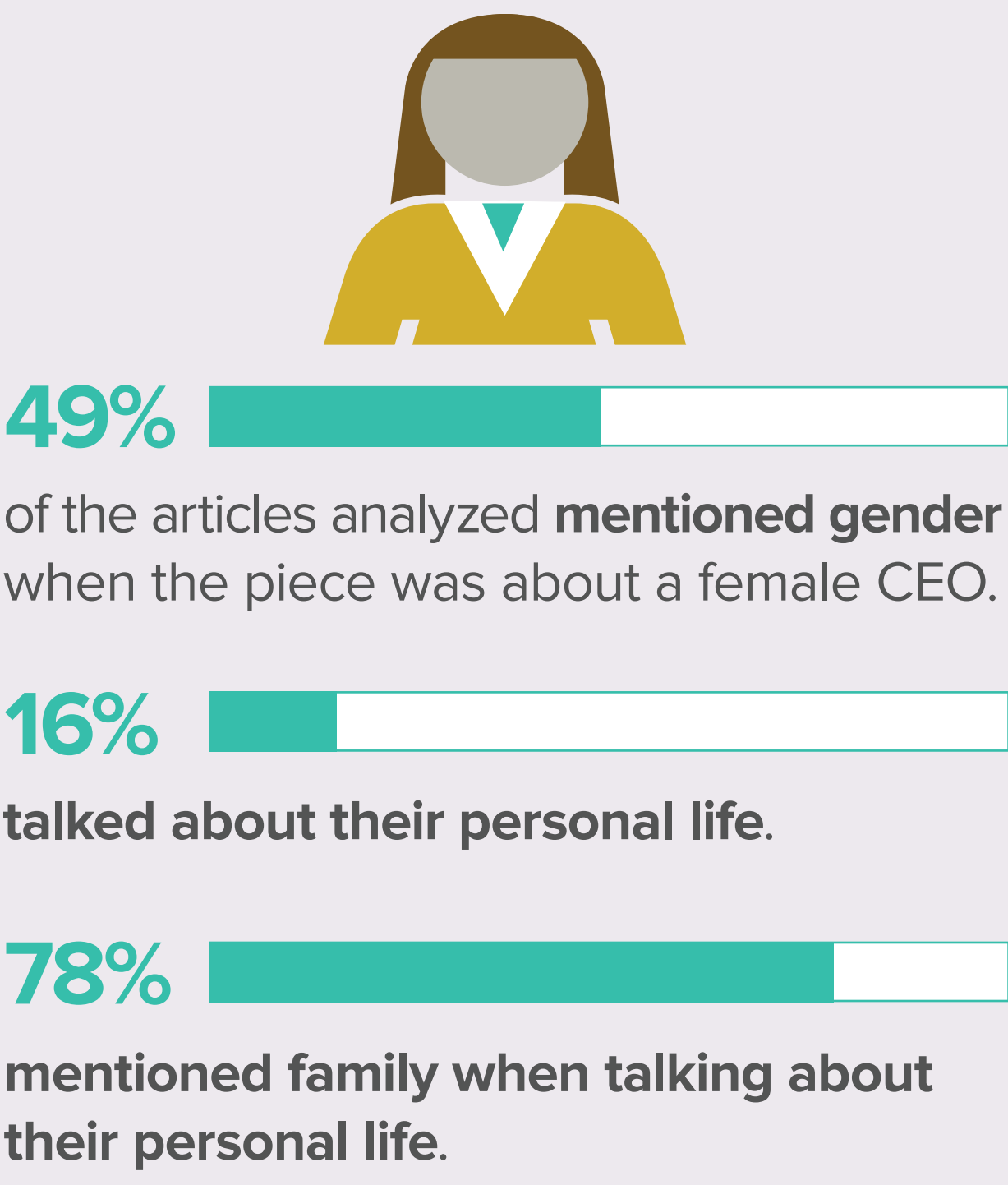
And less than 1/2 of companies surveyed said they hold senior leaders accountable for performance against gender diversity metrics.²



The media plays an important role in how people view business leaders and issues related to gender

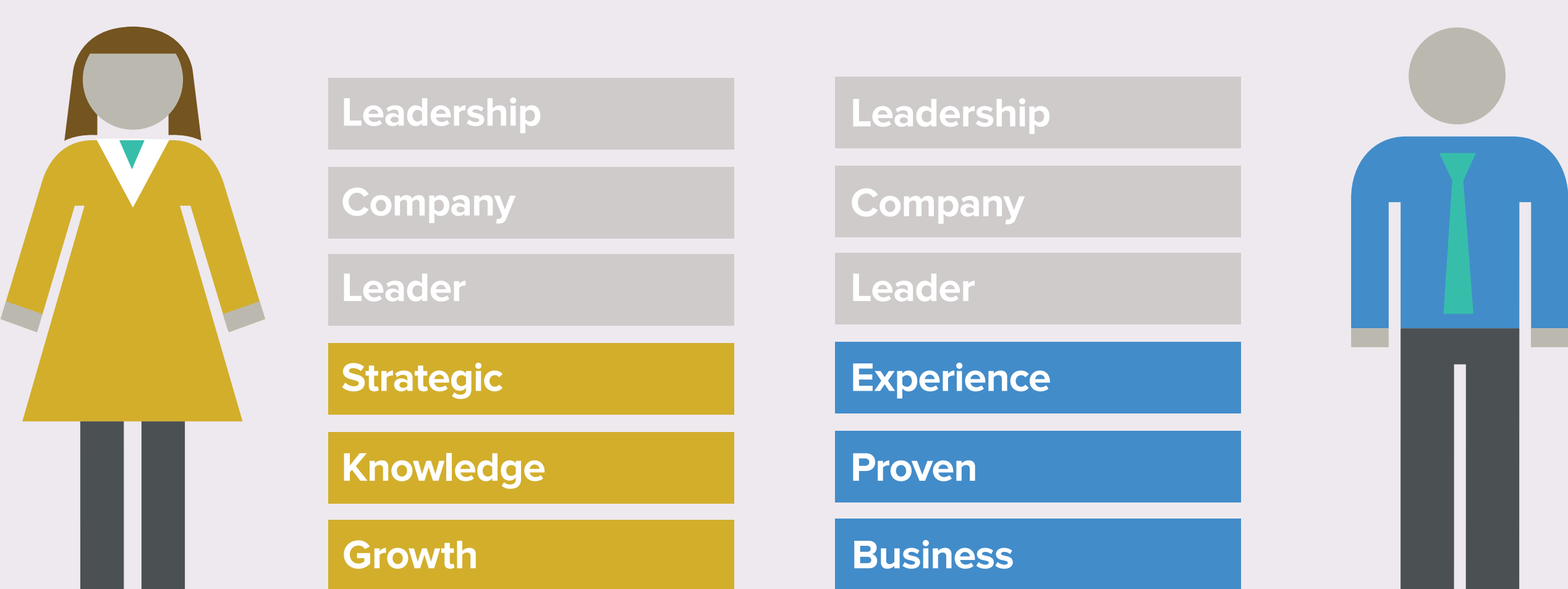


The Rockefeller Foundation analyzed the media coverage of 20 CEOs during a transition or time of crisis to determine if there are differences in the way male and female CEOs are covered in the press.



Corporate communications can also set the tone for how the public views incoming CEOs

The qualifications included in press release quotes about incoming CEOs are different for men and women:

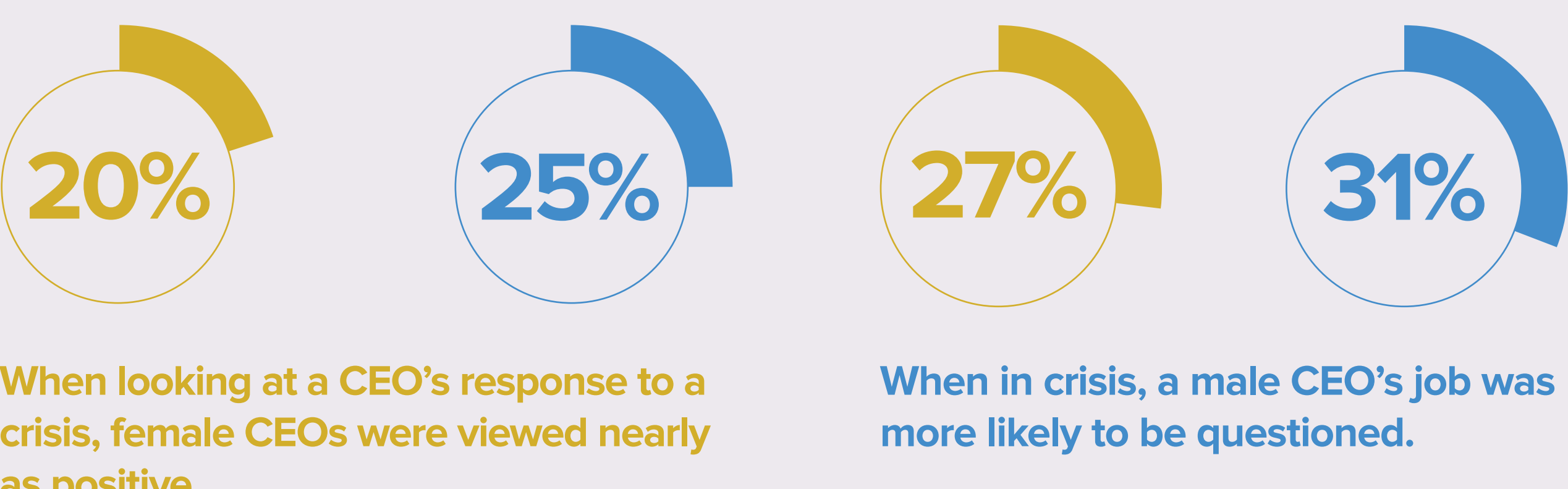


A CEO's skills and qualifications are often tested most in times of crisis — when skills and performance matter most

When looking at companies in crisis, who's to blame?



Despite the odds being stacked against women, their response to a crisis was viewed just as positive and their job was less likely to be questioned



The media has an important role to play in advancing gender parity in the workplace — from the ground floor to the C-suite.

100x25.