## Does the media influence how we percieve women in leadership?

The landscape in 2016



were promoted or hired from roles with profitand-loss responsibility. 100% of them were men.<sup>1</sup>

90% of new CEOs

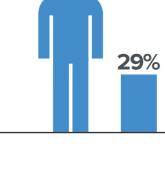
gender diversity is a top priority for their CEO.<sup>2</sup>

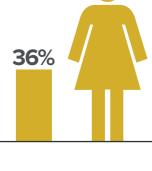
78% of companies report that

surveyed think their company is doing what it takes to improve gender diversity.<sup>2</sup> And less than 1/2 of companies surveyed said

**But less than 1/2 of employees** 

they hold senior leaders accountable for performance against gender diversity metrics.<sup>2</sup>







The media plays an important role in how people view business

But Americans, men and women alike, unequivocally

agree (96%) that both genders are equally qualified

leaders and issues related to gender

to lead businesses.<sup>3</sup>



49%

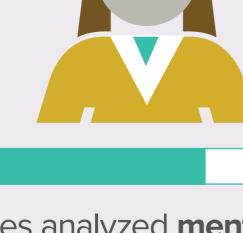
## from national news organizations.4

76% of US adults

surveyed said they trust a lot or some of the information they receive

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.

The Rockefeller Foundation analyzed the media coverage of 20



**16**% talked about their personal life.

their personal life.

views incoming CEOs

of the articles analyzed mentioned gender when the piece was about a female CEO.

0%

talked about their personal life.

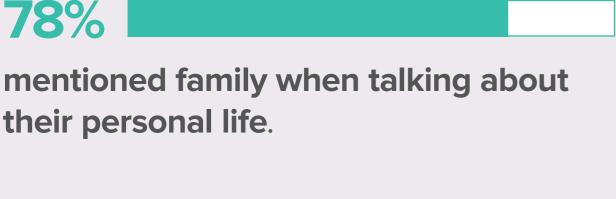
of the articles analyzed mentioned gender

when the piece was about a male CEO.

highlighted a male CEO's background, personal plans for retirement, post-

4%

8%

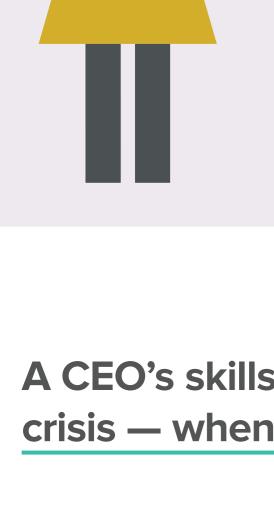


career ambitions, or their social life. Corporate communications can also set the tone for how the public

mentioned family when talking about

their personal life. Instead, articles

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



Knowledge Growth crisis — when skills and performance matter most

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

Leadership

Company

Leader

**Strategic** 

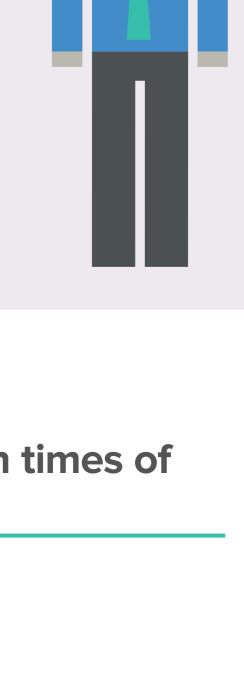
Proven **Business** A CEO's skills and qualifications are often tested most in times of

Leadership

Company

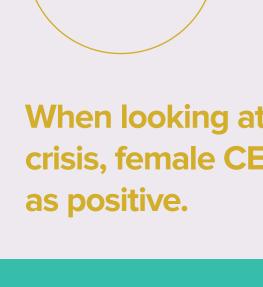
**Experience** 

Leader



Female CEOs were 2.5x more likely to be blamed for the crisis.

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

When looking at a CEO's response to a crisis, female CEOs were viewed nearly







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



1. CEOs and Transitions, 2015. Spencer Stuart. https://www.spencerstuart.com/~/media/pdf%20files/ research%20and%20insight%20pdfs/2015-ceo-transitions\_063016.pdf 2. Women in the Workplace Study, 2016. LeanIn.Org and McKinsey & Company. https://womenintheworkplace.com/ 3. Women in Leadership: Why It Matters, 2016. The Rockefeller Foundation & Global Strategy Group https://www.

