



McKinsey...Ernst & Young...
Columbia University...British
Journal of Management Studies
...Journal of Business Ethics...
International Journal of Human
Resources Management...
American Sociologic Review...
Corporate Governance...Catalyst



Now is THE moment



*for Kansas City to
substantially accelerate business growth,
innovation and profitability
and become a leader*

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Greater KC Chamber of Commerce
KC Area Development Council
Kauffman Foundation
Bloch School of Business
The Central Exchange
The Greater KC Community Foundation

a coalition of Kansas City's most influential business advocates came together in early 2009



*We compiled and analyzed the studies
What we learned was astonishing*

*an abundance of global research pointed
to one **undeniable** conclusion:*

*“gender diversity
at the top makes a
positive difference.”*

in company growth, innovation and profitability

*“Fortune 500 companies with more gender diversity among executive officers had a **ROE 35% higher** than those with the least diversity.” - Catalyst*

and this is only the beginning...

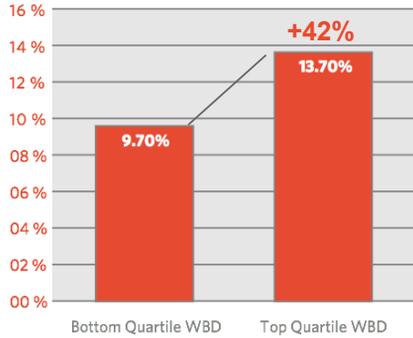
Across all industries, Fortune 500 companies with more women board members performed significantly better on key financial measures. Researchers found a “striking” correlation between organizational excellence and women’s participation. Companies with three or more women in senior management functions scored higher than those companies with no women at the top on all nine criteria of organizational excellence including leadership, in work environment, accountability and innovation. Michael Ferray, Financial Times, London, reported that companies with a management at least 38% women suffered less than the CAC 40 benchmark index. “The gender gap” isn’t just an image problem, our research suggests that it can have real implications for company performance. The Journal of Management Studies, Oxford, in 2007, found a positive relationship between board gender diversity and innovation. Journal of Business Ethics, March 2008 reports: “Earnings quality is positively associated with gender diversity in senior management.”

Board of Directors

“Companies with 3 or more women on their boards average 42% higher ROS and 53% higher ROE.”

Source: Catalyst

Return on Sales by Women's Representation on the board. **+42%** Difference between quartiles.



Return on Equity by Women's Representation on the board. **+53%** Difference between quartiles.



Source: Catalyst

Executive Officers

On average, companies with more women on their executive team had an 11.40% ROE versus an industry average of 10.30%, and an 11.10% EBIT versus 5.80% industry average.

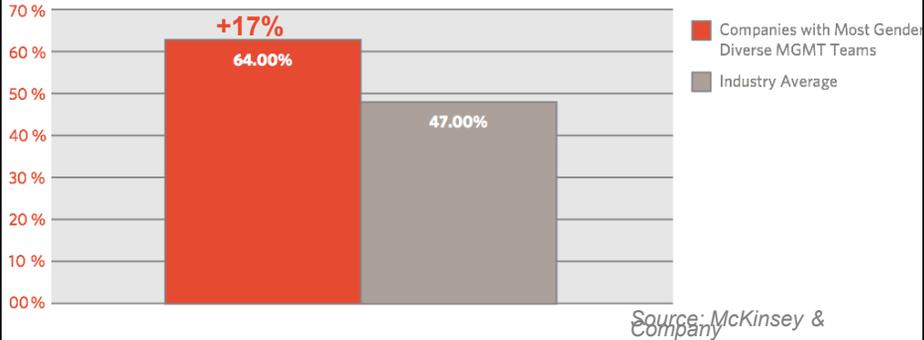


Source: McKinsey & Company

Executive Teams

“Companies with more women on their executive teams had 17% higher stock price growth than industry average.”

Stock Price Growth 2005 - 2007 compared with Eurostoxx 600 Sectoral Indexes



Why do companies with gender diverse leadership teams out perform their peers ?

Management at better performing companies make smarter decisions, including utilizing all the best brains available, regardless of gender. (Adler)

Women facilitate teamwork and innovation.

(Dezso and Ross)

Gender diverse teams almost always out perform a homogeneous group by a substantial margin.

(Ernst & Young and University of Michigan)

Multiple perspectives... the boardroom dynamic is more open and collaborative and difficult problems are dealt with.

(Catalyst)

In fact, McKinsey reported that companies with 3 or more women at the top received higher evaluations on 9 key non-financial metrics.

Innovation	Leadership
Accountability	Coordination & Control
Capability	Direction
Motivation	Work Environment &
External Orientation	Values

Source: McKinsey & Company

High performance companies are already capitalizing on these findings.



How do our region's businesses compare?

Kansas City is not only lagging behind, we are missing out on this proven economic accelerator.

the facts...

Within the top **39 public companies** in the Kansas City region, women constitute only **7%** of the boards of directors and only **7%** of the executive officers.*

Kansas City lags the nation's Fortune 500 companies by **50% (15.2% and 13.5% respectively)*

Yet...

Women are **60%** of college graduates - the majority of today's talent pool.

Women are **51%** of the managers and professionals in today's workforce.

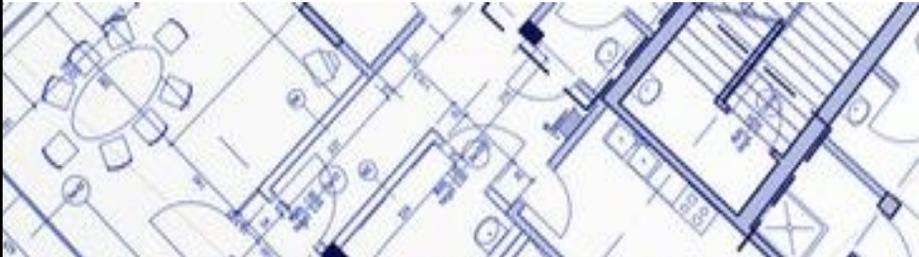
More than **80%** of the consumer buying decisions are made by women, a market larger than India and China combined.

This is a **huge, untapped** opportunity for Kansas City to grow and to recruit the best talent...

*So we have developed
a roadmap for KC*

While this **roadmap** is a work in progress, we have identified **three** key elements for a campaign to advance this business opportunity.

- 1. CAMPAIGN CONCEPT**
- 2. PROGRAM/PRODUCT STRATEGY**
- 3. DEVELOPMENTAL APPROACH**



WHAT IS THE CAMPAIGN CONCEPT?



win|win is a campaign to increase the number of women on Boards of Directors and in Executive Positions in Kansas City to **20% by 2015.**



WHAT IS THE PROGRAM/PRODUCT STRATEGY?

BUILD AWARENESS

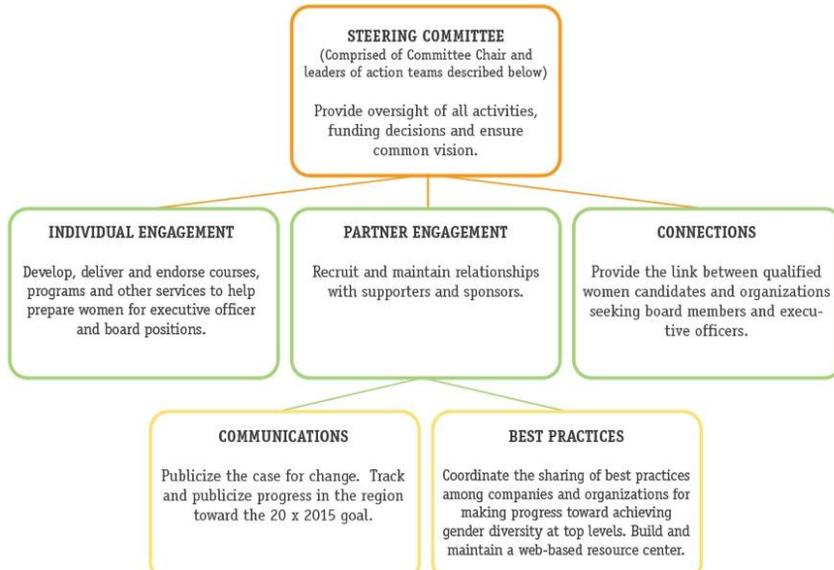
DEVELOP PIPELINE

TRACK RESULTS

RECOGNIZE CONTRIBUTORS



OPERATING COMMITTEE STRUCTURE



www.winwinkc.com

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HOME ABOUT OUR SUPPORTERS RESOURCES NEWS/EVENTS CONTACT



"This is an important initiative for Kansas City as we work to develop and advance all of the best leaders regardless of gender."
—Peter deSilva, President, UMB

Fortune 500 companies with more gender diversity among executive officers had a ROE 35% higher than those with the least gender diversity. — Catalyst



HOW CAN YOU PARTICIPATE?



Become a **SUPPORTER** of win|win by signing the accord.





Supporters agree to:

1. Publicly support the win|win initiative.
2. Actively promote a work environment that supports the development and advancement of women
3. Share best practices to contribute to the KC business community's knowledge base for advancing women into top roles

The Central Exchange
pledges to...



1. Serve as a resource for both companies seeking top women candidates and women seeking board positions.
2. Collect, analyze, and disseminate national and regional statistics on gender diversity on boards and in top positions.
3. Gather, maintain, disseminate regional and national Best Practices.
4. Provide ongoing leadership development education for women.
5. Initiate annual recognition event for win|win supporters.

Our Supporters

The following supporters have signed onto the win|win Accord and agreed to:

1. Publicly support the win|win Campaign.
2. Actively promote a work environment that supports the development and advancement of women.
3. Share best practices to contribute to the business community's knowledge base for advancing women into top roles.

PUBLIC

Bank of Kansas City
 Bayer Animal Health
 Bayer HealthCare*
 Commerce Bank
 H&R Block
 First National Bank
 KCP&L
 M&I Bank
 QC Holdings Inc.
 Sprint*
 UMB*
 US Bank*
 YRC Worldwide, Inc.

PRIVATE

Alterra Bank
 AMC Entertainment
 ARAMARK Uniform Services
 Barkley
 Black & Veatch
 Burns & McDonnell
 CommunityAmerica Credit Union
 ECCO Select
 Global Prairie
 Hallmark*
 Missouri Bank
 Parris Communications*
 Trozzolo Communications Group
 Willoughby Design, Inc.*

PROFESSIONAL SERVICES

Adams-Gabbert & Associates
 BKD
 Bryan Cave
 Buffalo Mutual Funds/Kornitzer
 Capital Management
 Deloitte
 Ernst & Young
 Husch Blackwell
 KPMG
 Lathrop & Gage
 Mariner Wealth Advisors/Bicknell
 Family Holding Company
 Polsinelli Shughart PC
 Shook Hardy & Bacon, LLP
 SNR Denton
 Spencer Fane Britt & Browne LLP
 Stinson Morrison Hecker LLP*

ORGANIZATIONS

Association of Women Lawyers
 Church of the Resurrection
 Greater Kansas City Chamber of Commerce
 Greater Kansas City Community Foundation
 Kansas City Area Development Council*
 Kauffman Foundation
 Overland Park Chamber of Commerce
 The Central Exchange*

EDUCATION/HEALTHCARE

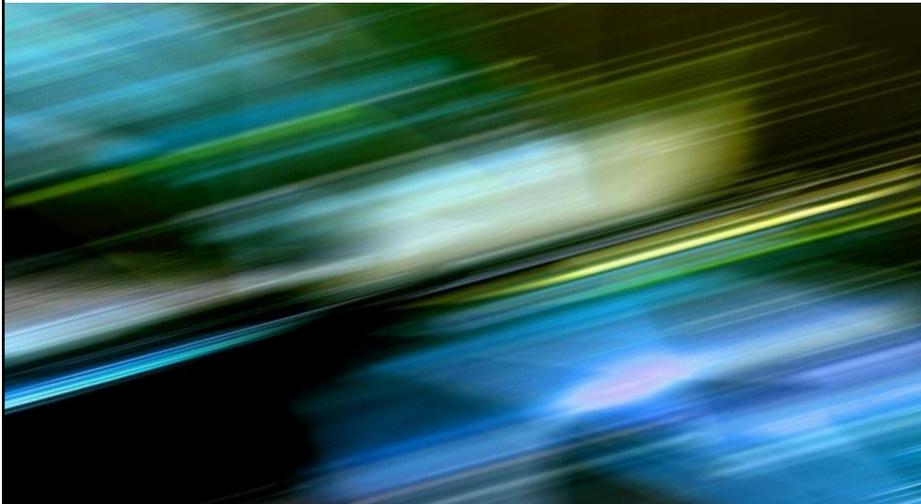
Park University - Hauptmann
 School for Public Affairs
 HCA Midwest Health System
 Shawnee Mission Medical Center
 St. Luke's Health System
 The Corridor Group
 Truman Medical Center
 The University of Kansas Hospital
 UMKC - the Bloch School of Business
 Washington University - the Olin School of Business
 Children's Mercy Hospitals & Clinics

INDIVIDUALS

Kay Barnes, former Kansas City Mayor
 Tom Hoenic, President Kansas City Federal Reserve

**win|win thanks our sponsors for making donations to further the win|win campaign*

*imagine... if we all were to play a role in this exciting new chapter for **Kansas City.***



THE WALL STREET JOURNAL

TUESDAY, SEPTEMBER 1, 2015 - VOL. CCL NO. 49

★★★★ \$1.50

2561.25 ▲ 0.6% NIKKEI 16301.39 ▲ 0.3% DJ STOXX 50 3721.94 ▲ 0.1% 10-YR TREAS ▲ 10/32, yield 4.596% OIL \$71.97 ▲ \$0.88 GOLD \$666.80 ▼ \$1.20 EURO \$1.3647 YEN 116.08

News — World-Wide

■ **Gonzales quit amid controversy over the firing of U.S. attorneys.**
The attorney general's resignation reflects turmoil surrounding White House attempts to consolidate control of the federal bureaucracy in disputes ranging from executive privilege to global warming. Bush said Gonzales received "unfair treatment." His departure next month will leave at least six senior Justice Department posts filled by officials in acting capacities. Chertoff and others were mentioned as possible successors; confirmation hearings will likely be tough. **AL, A10**

Gonzales's exit suggests Bush is entering the lame-duck phase, forcing the president to focus on a narrower range of objectives.

■ **Bush cited political progress in Iraq after leaders there reached agreement on issues including releasing detainees held without charge, easing a ban on former Saddam backers in government and holding provincial elections.** Sunni politicians

CASE CLOSED

Kansas City Leads the US in Innovation

Kansas City attracts top women MBAs, new creative capital

By EVAN PEREZ

WASHINGTON—The downfall of Attorney General Alberto Gonzales was triggered by the Justice Department's firing of eight U.S. attorneys. But the brawl over his tenure turned on a far broader issue: the Bush administration's six-year effort to impose greater political control over the federal bureaucracy.

From his confirmation as attorney general in February 2005, Mr. Gonzales set about corraling his department's far-flung parts and 100,000 employees. In the civil-rights area, Mr. Gonzales promoted aides who sidelined career prosecutors deemed liberal-leaning in favor of political appointees. In corporate crime, new rules



his friend received "unfair treatment" and "his good name was dragged through the mud for political reasons."

Mr. Gonzales's struggles reflect a deeper and still-simmering source of controversy for the administration. In fights ranging from executive privilege to global warming, the Bush administration has run into trouble as it tried to keep control within a tight and loyal coterie of executive-branch political appointees. Mr. Gonzales, a Bush confidante and former White House counsel, was dispatched to a depart-

ment that has struggled, with mixed success, to maintain its independence.

Republicans have long been suspicious of career bureaucrats in the federal government, believing they tend to be liberal and the programs they administer are apt to be wasteful. The Bush administration moved especially forcefully to tamp down what it saw as obstructionism. It increased the number of political jobs across the government by 12% since 2000, according to a congressional oversight committee re-

Please turn to page A10

KC named hot spot for business growth? What is the formula?

By GERALD F. SEIB
And JOHN D. MCKINNON

President loss of another close, longtime aide closes one particularly messy stage of his second term, but suggests a new one may be opening; the lame-duck phase

broader turning point for the Bush presidency. Since Republicans lost control of Congress in last fall's elections, it has been an uphill struggle for Mr. Bush to move big items on his domestic agenda past an uncooperative legislature, or to shake the shadow of the war in Iraq. By

Will you join us?



WIN WIN

a business case for kansas city