

# QUARTERLY NEWSLETTER

## JANUARY 2022

**Dear Friends and Supporters of 50/50 Women on Boards:**

As we venture into 2022 with increased motivation for advancing diversity to the highest levels of leadership and in the boardroom, we want to thank you for supporting the mission. Your engagement with the campaign impacts the advancement of women globally!

Last year we discussed **intentionally building** inclusive workplace cultures, leadership development programs and board diversity. This year we will raise awareness for **implementing accountability** across those practices. As part of our four pillars to **Educate, Advocate, Collaborate and Report**, we join you in this action.

- **Educate:** We are expanding our existing programs and launching a NEW series of educational workshops for women and corporate groups designed to support your Path to the Boardroom™. To accompany our programs we are also launching a Networking Forum that enables our workshop alumni to connect with members and groups to seek advice or coach others who are just starting their boardroom journey.
- **Advocate:** We will announce a series of In-person and virtual events in the U.S. and six international countries launching in the spring.
- **Report:** We will continue to release our quarterly insights, Gender Diversity Index Report, IPO, and When Women Lead reports.
- **Collaborate:** We will continue to applaud & acknowledge companies with gender-balanced boards and raise the visibility of underrepresented groups.

The progress we've made thus far is tremendous, with women holding 26.1% of board seats. However, women and men of color still only hold 13% of Russell 3000 company board seats, so we must continue moving forward!

*Betsy Berkheimer-Credaire*  
**Betsy Berkheimer-Credaire - CEO**

**INSIDE THIS ISSUE:**

**NEW 2022 WORKSHOP PROGRAMS. FOR EARLY ACCESS TO REGISTER BEFORE LAUNCHING TO THE PUBLIC CLICK ON THE WAITLIST SHEET BELOW.**

# EDUCATE

**GET EARLY ACCESS TO REGISTER FOR OUR NEW 2022 WORKSHOPS AND START YOUR PATH TO THE BOARDROOM JOURNEY TODAY!**

50/50 Women on Boards program prepares women to succeed as the next generation of directors. We empower and educate women to seek board seats, market themselves, strategically network and cultivate meaningful business relationships, and develop and refine the required skills and traits for successful board leadership.

No matter where you are in your career, our courses (outlined below) provide you with the strategic tools and insights to map your leadership journey, pursue a board position, and ignite meaningful change across all corporate leadership levels.

## EDUCATIONAL PROGRAMS



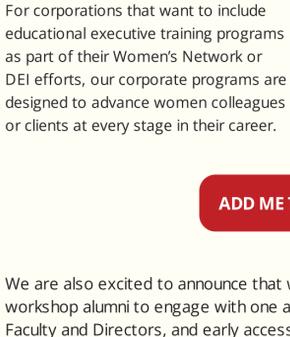
**BOARD FUNDAMENTALS (Start Here)**

Learn board fundamentals and perspectives from accomplished directors. Understand the search process, required skillsets and obligations of board service.



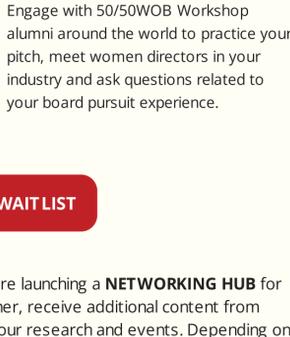
**CHART YOUR PATH (Early to Mid-Level Career)**

Develop your intention to serve on a board by launching your successful board journey.



**PERSONAL BRAND (All Career Levels)**

Uncover your professional story and learn how to authentically represent your expertise.



**DIGITAL PRESENCE (All Career Levels)**

Elevate your LinkedIn profile and your social media savviness for board candidacy consideration and increased visibility.



**STRATEGIC NETWORKING (All Career Levels)**

Cultivate meaningful board relationships that lead to increased visibility for board service consideration.



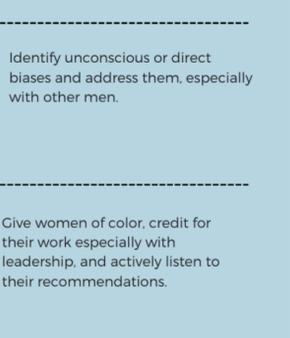
**GET ON BOARD (Senior Level Career)**

Master your pitch and build your board profile in two in-depth sessions that prepare you for a private or public board seat pursuit.



**CORPORATE WORKSHOPS**

For corporations that want to include educational executive training programs as part of their Women's Network or DEI efforts, our corporate programs are designed to advance women colleagues or clients at every stage in their career.



**ALUMNI EVENTS**

Engage with 50/50WOB Workshop alumni around the world to practice your pitch, meet women directors in your industry and ask questions related to your board pursuit experience.

**ADD ME TO WAITLIST**

We are also excited to announce that we are launching a **NETWORKING HUB** for workshop alumni to engage with one another, receive additional content from Faculty and Directors, and early access to our research and events. Depending on how you choose to opt in you can receive advice or give back to women who are just beginning their board journey to ensure the pipeline of women directors continues to increase!



# ADVOCATE & COLLABORATE

**HOW DO WE ADVANCE MORE WOMEN OF COLOR TO LEADERSHIP & BOARD POSITIONS?**

50/50 Women on Boards is committed to accelerating gender balance and diversity on boards of the Russell 3000 Index companies, with women holding 50% of corporate board seats, and women of color holding at least 20% of all corporate board positions.

Currently women only hold 26.1% of the Russell 3000 Corporate Board Seats, while women of color only hold 5% of corporate board seats. To continue to drive the movement here is how corporations can support women of color and here is how you can be an intentional ally.

**WHAT CORPORATIONS CAN DO**

Ensure your hiring and recruitment processes include women of color and create flexible work environments that enable women of color to remain or return to the workforce.

Look for bias and structural impediments throughout the organization that discourage Hispanic or Latina, Black, Asian, American Indian, Middle Eastern, Afro-Latina, Native Hawaiian, Pacific Islander or Alaska Native women to advance. Develop cohorts where these women's voices are heard and amplified to drive authentic change.

Build succession plans, business strategies, and rules of conduct for employees that support diversity and gender balance throughout the organization's hierarchy

Fund & support programs that strategically accelerate women of color, to leadership positions. It's critical to have a highly competent pipeline of women in the workforce so they can be qualified for board service.

Actively support organizations that advance women of color, to leadership and board positions.

**WHAT ALLIES CAN DO**

Ensure your hiring and recruitment processes include women of color and create flexible work environments that enable women of color to remain or return to the workforce.

Be diligent about your commitment to advancing women of color in by calling upon them in discussions and asking or recommending that they lead high-profile projects to create an inclusive culture.

Identify unconscious or direct biases and address them, especially with other men.

Give women of color, credit for their work especially with leadership, and actively listen to their recommendations.

Share diversity best practices with colleagues, clients, and other organizations.

Explore inside and outside traditional personal and professional networks to identify women of color, candidates – there is NO shortage!

Advocate for women of color, you have worked with your outside networks.

Self-identify your race, ethnicity, and gender to help push boards to disclose diversity reporting and increase their diversity efforts.

**In addition to 50/50 Women on Boards here are important resources to actively support organizations that advance women of color to leadership and board positions.**

[Executive Leadership Council \(ELC\)](#)

[Latino Corporate Directors Association \(LCDA\)](#)

[National LGBT Chamber of Commerce \(NGLCC\)](#)

[Ascend Pan-Asian Leaders](#)

[Hispanic Association on Corporate Responsibility \(HACR\)](#)

[Women of Middle Eastern/North Africa in Technology](#)

**REPORT**

**THIS YEAR OUR QUARTERLY REPORTS WILL BE SUPPLEMENTED WITH OUR CONVERSATION SERIES, HIGHLIGHTING SOLUTIONS FOR TRENDING TOPICS THAT FACE WOMEN ADVANCING TO BOARDS.**

In partnership with **EQUILAR** quarterly and annually, we report on the progress women and women of color are making on public Russell 3000 corporate boards. Our Q4 2021 insights and infographic will be released early March, Q1 2022 in June, Gender Diversity Index comparing Q2 2021 to Q2 2022 in Board trends in September, and our Q3 2022 research in December.

We are also proud to announce that in partnership with **WBC** (WBC), Equilar and 20 other partner organizations committed to the Women in the Boardroom Initiative, we will report on the annual progress of women appointed to public company boards in 2021 and feature insights, solutions, and resources from each of our groups to continue to propel gender parity.

**RESEARCH & REPORTS**

## IMPORTANT ANNOUNCEMENTS

**WE'RE GROWING AND SEARCHING FOR NEW TALENT**



**DEVELOPMENT MANAGER**

50/50 Women on Boards is searching for an experienced, Los Angeles-based Development Manager to join our team. In this role, you'll be instrumental in supporting our year-round fundraising efforts. This includes identifying and cultivating new corporate sponsorships growing existing relationships, and securing foundation grants. If you are passionate about elevating diversity in the boardroom and excel at fundraising for a mission-driven cause, we want to hear from you!

[SUBMIT MY RESUME](#)



**DIGITAL CONTENT PRODUCER**

This role will manage and produce content for the organization, working with stakeholders to understand requirements and priorities, and planning strategies that result in the optimal user experience for the intended audience. The ideal candidate should have a proven track record of producing pieces that increase engagement and drive leads. If you are digitally savvy, creative, and have ability to develop content for various platforms and channels, we look forward to hearing from you!

[SUBMIT MY RESUME](#)

## THANK YOU TO OUR PLATINUM SPONSORS!



## THANK YOU TO OUR GLOBAL SPONSORS!

