



# Advancing Women

2024 Impact Report



# ADVANCING WOMEN

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Your generous contribution to this focus area in the **Now Is the Moment. Be A Catalyst** campaign allows us to identify barriers that prevent women’s advancement in the workplace and provide guidance on dismantling them.



## WE HAVE

convened and engaged key communities at all levels—from employee resource groups to CEOs—to showcase individual leadership skills and organizational initiatives needed to advance women.



## WE WILL

continue to champion fair pay and equal representation of women from all races and ethnicities at every level so that organizations can better recruit, retain, and advance underrepresented talent to the most senior levels.



## CAMPAIGNS THAT DISMANTLE OBSTACLES TO WOMEN'S PROGRESS

### International Women's Day and Women's History Month

Every March, Catalyst's IWD/WHM campaign inspires the intentional creation of workplaces that work for women.

This year's campaign, #TheCatalystEffect, illustrates how the collective acts of individuals committed to diversity, equity, and inclusion can ripple outward to create waves of positive systemic transformation in the workplace.

- Record-breaking webinar registration and engagement for our Women's History Month Webinar at nearly **2,500 registrants** from **45 countries**.
- Equipped Catalyst supporters with an exclusive IWD Toolkit to celebrate, nominate, and recognize the women in their organizations, with nearly **5,000 page views**.

### #TheCatalystEffect



#THECATALYSTEFFECT CATALYST.ORG

**Shout out to all the women - aging gracefully (and unbothered) under pressure.**

**BECAUSE THE FACTS SHOW...**

**Women managers reported feeling pressure to adhere to societal beauty standards and maintain a young look.** While gray hair on a man can be seen as a mark of maturity or authority, women are almost twice as likely as men to feel compelled to dye their hair.

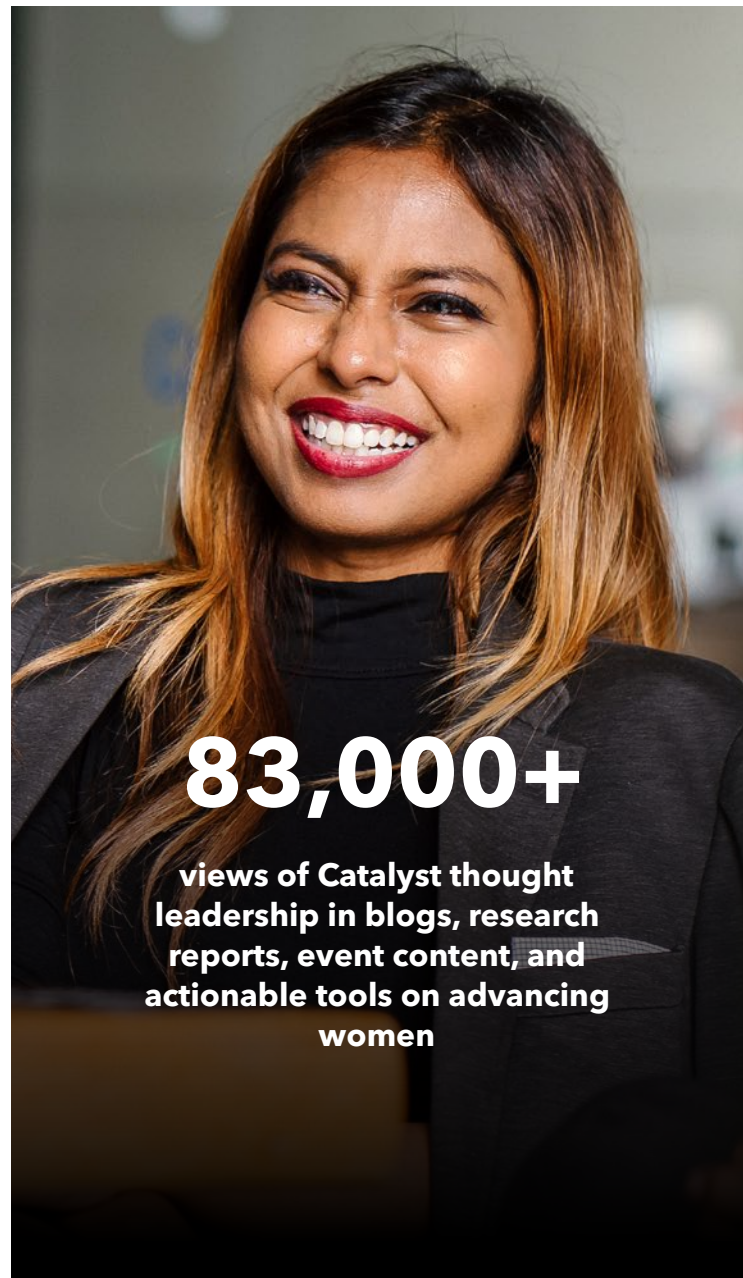
Source: Inclusion at every stage: Addressing gendered ageism (Topic overview). (2023). Catalyst.



SPOTIFY PLAYLIST  
**JAM WITH US**

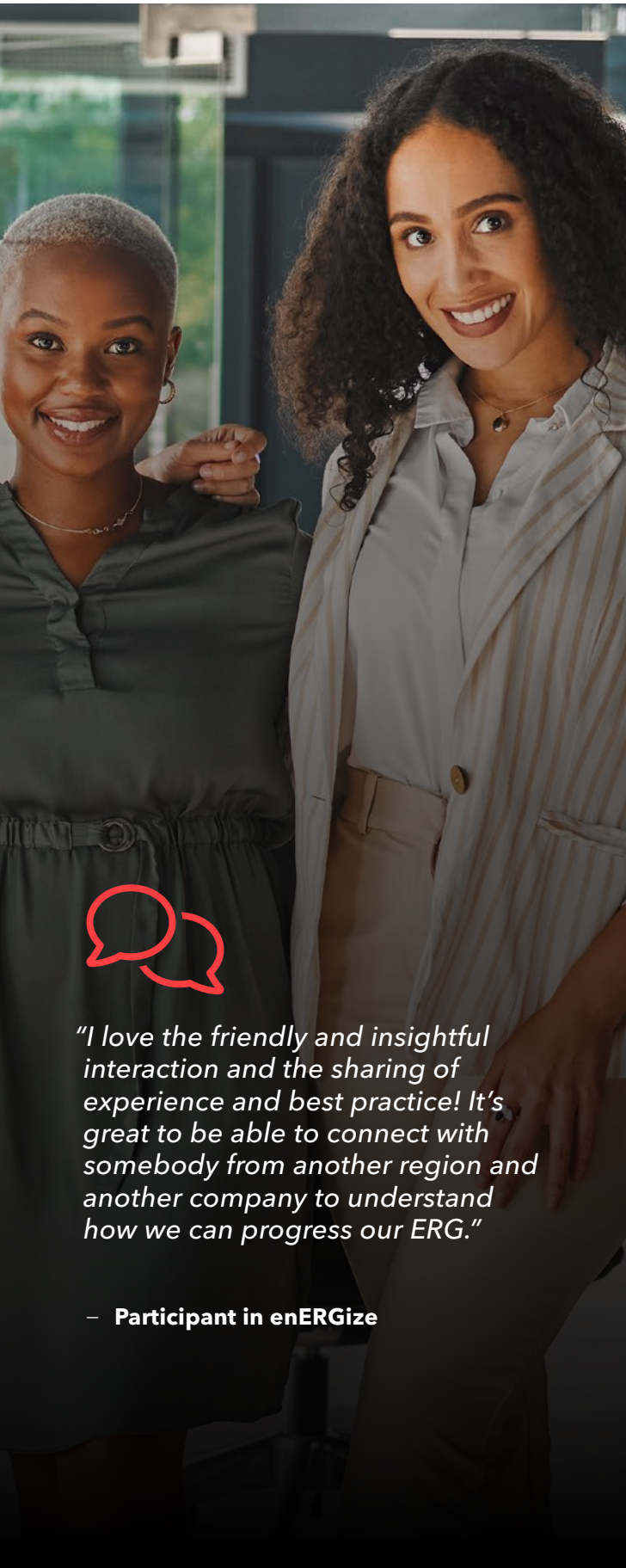
International Women's Day: Volume 2  
Improve Your Mood  
00:18 - 01:30

#THECATALYSTEFFECT CATALYST.ORG



# 83,000+

**views of Catalyst thought leadership in blogs, research reports, event content, and actionable tools on advancing women**



*"I love the friendly and insightful interaction and the sharing of experience and best practice! It's great to be able to connect with somebody from another region and another company to understand how we can progress our ERG."*

– Participant in enERGize

## COMMUNITIES THAT INSPIRE EMPLOYEES AT ALL LEVELS

### Employee Resource Groups

Once a year, Catalyst brings together corporate employee resource group (ERG) leaders, members, and sponsors, as well as other DEI leaders, at its signature online event—enERGize.

Donor funds were utilized to bring keynote speaker **Mita Mallick, Head of Inclusion, Equity and Impact, Carta** to share her thought leadership on *The Role of ERGs in Navigating & Thriving in an Anti-DEI Climate* to an audience of over **1,000 attendees**.



### By the Numbers

- **200:** Organizations represented, a 17% increase from last year.
- **50:** Nearly double the numbers of speakers from last year from donor and Supporter organizations.
- **39:** Countries represented by attendees and speakers from the United States, Canada, Latin America, Europe, Sub-Saharan Africa, and APAC.
- **14:** Inspiring sessions to support and drive ERG success.
- **1:1:** Conversations before, during, and after the event.

## CATALYST CEO CHAMPIONS FOR CHANGE

This unique community of 80+ global CEOs is committed to advancing women across racial and ethnic groups into leadership roles and onto boards of directors.

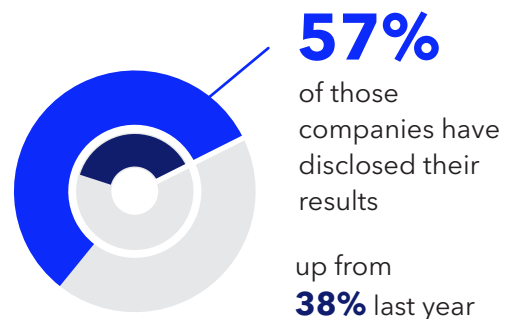
Each year, these CEOs share organizational data on their efforts to advance women in the workplace. This year, we examined pay equity, transparency, and retention—powerful indicators of organizational health. Our findings show that Champion companies are leading the way in cultivating inclusive workplaces in which women stay and thrive.

- Champion companies are retaining women at all levels, including those who identify with marginalized racial and ethnic groups, at similar (and, in some cases, slightly higher) rates as men across the world.

- Finally, women are advancing to the highest levels at Champion companies, where they occupy 30% of executive positions and 37% of board seats, rising above their global peers.

### By the Numbers

- **80+ global CEOs**, whose companies represent more than 11 million employees and over \$3 trillion in revenue globally.
- **25+ spotlight stories** that have been viewed 3,000+ times.
- **100+ attendees** at the Catalyst Awards CEO Session on How to be a Great Place to Work in the Era of Gen AI.



■ 2024 ■ 2023

*“We often ask what women need to do differently, but the real question is: What can we all do to drive gender equity? The solution is to fix systems, not to fix women [...] The pace of change is glacially slow, but there are bright spots. Companies and leaders committed to progress are not backing down but doubling down. More than ever before, achieving gender equity in the C-suite requires it.”*

– **Jennifer McCollum**, CEO & President, Catalyst



*“In tough economic times, it might be tempting for organizations to cut back on their DEI efforts, but that’s a short-term view. The job market will eventually shift in favor of employees, prompting another exodus. To future-proof your organization, now is the time to double down on DEI efforts. We have seen over and over again that leading-edge companies, like the Catalyst CEO Champions For Change, that build diverse and inclusive environments reap the benefits of attracting and retaining top talent.”*

– **Lorraine Hariton**, Former President & CEO, Catalyst

## COUNSEL THAT EQUIPS DEI LEADERS WITH STRATEGIES AND IMPACT MEASURES

### Measuring for Change

The right measurements are critical.

Catalyst has identified 3 KPIs:

1. **Board representation.**
2. **Representation by employment category.**
3. **Ratio of compensation by employee category** (e.g., equal pay for equal work) to identify where organizations should focus their efforts.

Additionally, we discuss and produce timely and topical takeaways with our community through public blog posts:

[\*\*Time Is Ticking for the EU Pay Transparency Directive\*\*](#)

[\*\*HR, Take Note: Employees Want Pay Transparency. Smart Companies Are Listening. \(Blog Post\)\*\*](#)

[\*\*Equal Pay Starts With Pay Transparency: Step-By-Step Guide for HR Leaders \(Blog Post\)\*\*](#)

# ACKNOWLEDGMENTS

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We thank our Advancing Women donors for their generous support.

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