

CATALYST



Changing workplaces. Changing lives.

Benefits from Women's Participation for Science,
Technology and Innovation
**- Real cases of innovation generated by women's
participation in the business world -**

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25 May, 2017



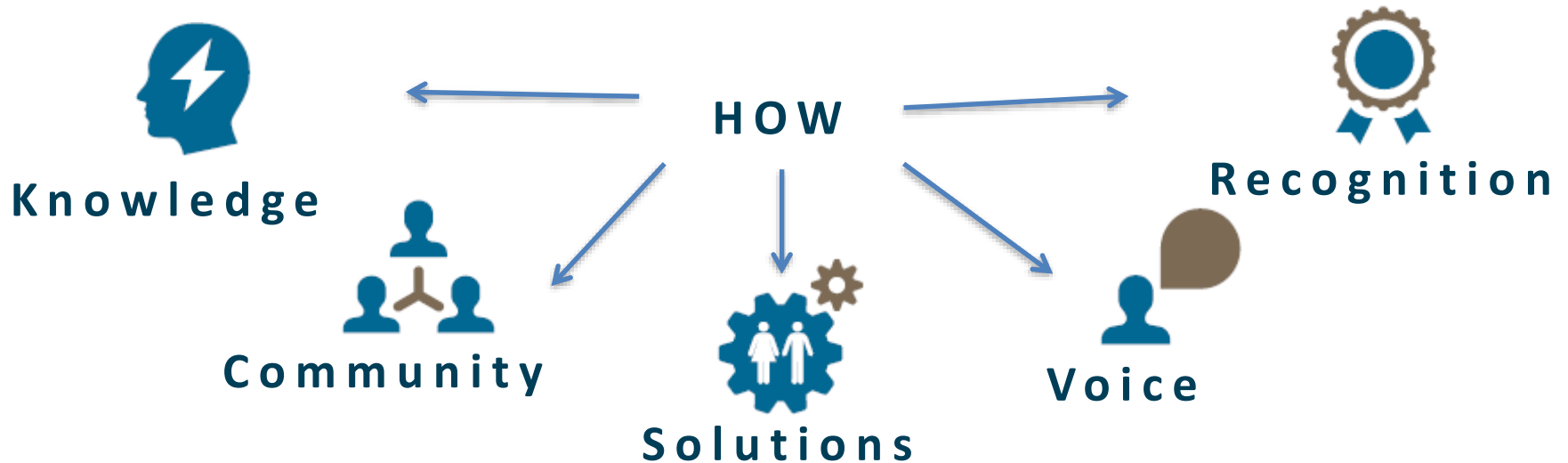
Who is Catalyst?



WHAT

PROGRESS FOR WOMEN
Accelerate Progress for Women Through Workplace Inclusion
AND BUSINESS

**SHIFT
MINDSETS
AND
BEHAVIORS**



Why do we care?



Improve Financial Performance



Leverage Talent



**Reflect the Marketplace
& Build Reputation**



Increase Innovation



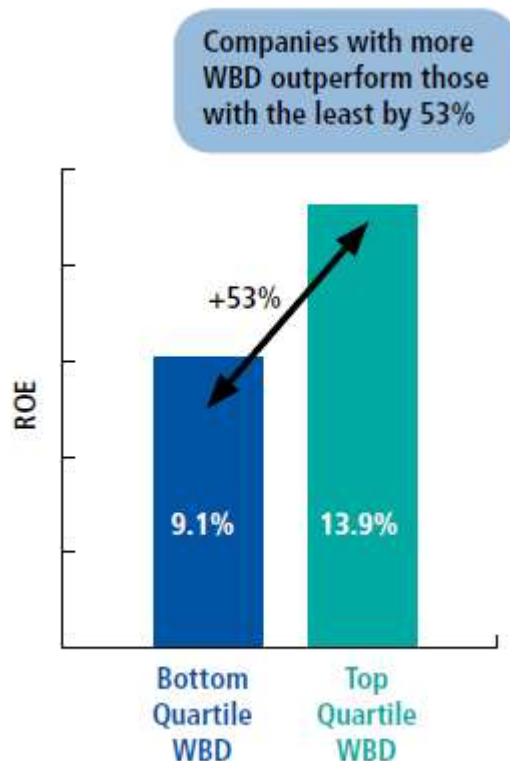
Improve Team Performance

Stronger performance at Fortune 500 in ROE, ROS, and ROIC

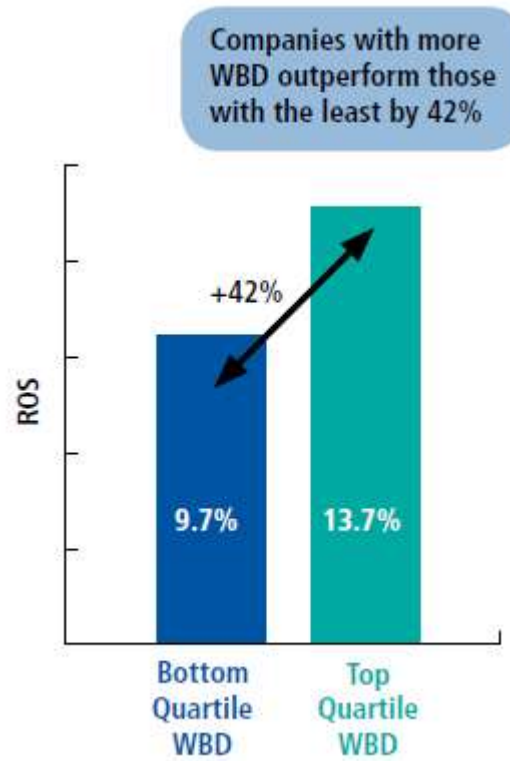


Women Board Directors Align With Strong Performance at Fortune 500 Companies

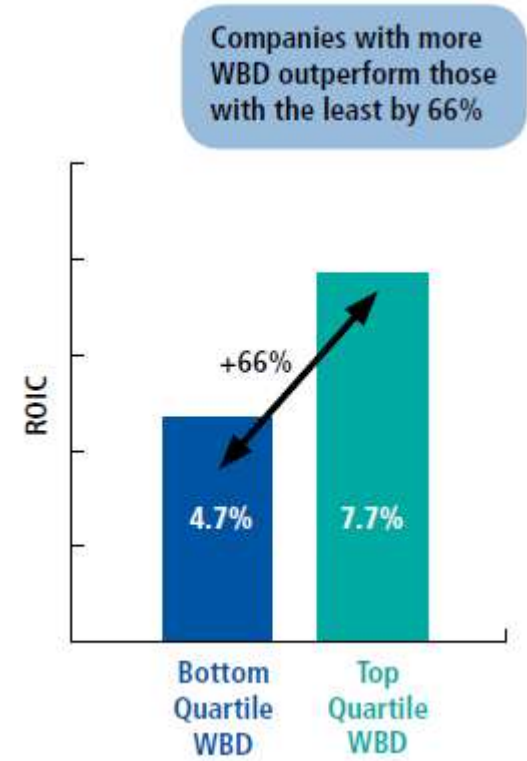
Return on Equity by Women's Representation on the Board



Return on Sales by Women's Representation on the Board



Return on Invested Capital by Women's Representation on the Board



Common Formula for Inclusion



The perception that you are both similar to (feeling of belonging) and distinct from (feeling of uniqueness) other members of the group.

Research results in Australia, China (Shanghai), Germany, India, Mexico, USA

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Inclusion Predicts Innovation and Citizenship



UNIQUENESS



BELONGINGNESS



INCLUSION

TEAM CITIZENSHIP



EMPLOYEE INNOVATION

Unlock Employee Innovation



EACH: Four Behaviors That Link to Inclusion and Innovation



PROVIDE "AIR COVER"

Empower your team by providing protection and support



CREATE A COACHING CULTURE

Develop **accountability** through continuous feedback



SHARE STRUGGLES

Demonstrate **humility** by being transparent about difficulties and sharing responsibility for overcoming adversity



LEAD WITH HEART

Be **courageous**—show vulnerability by sharing feelings, beliefs, and personal stories to make authentic connections