



WHY A CENTER FOCUSED ON WOMEN?

Diversity is a crucial ingredient for innovation. Approaching problem-solving from unique viewpoints and bringing varied experiences to the table maximizes an organization's ability to discover the most effective and efficient solutions. [Research](#)ⁱ correlating diversity in leadership with market outcomes shows that companies with 2-D diversity out innovate and out-perform more homogenous companies: diverse companies were 45% more likely to report market share growth and 70% more likely to report that the firm captured a new market.

While national trends show some improvement in gender parity, the data highlights the need for increased intervention strategies if progress is truly a goal. "Although women have more than quintupled their representation among patent holders since 1977, only 18.8 percent of all patents had at least one woman inventor in 2010, compared with 3.4 percent in 1977...and as of 2010 only 7.7 % of all patents listed a woman as the primary inventor."ⁱⁱ In 2017 [Forbes](#)ⁱⁱⁱ announced that the number of CEOs in its annual Fortune 500 list was at an all time high... 32. So for this record-breaking year, women represented only 6.4% of the total list. This is despite the fact that [evidence](#) demonstrates that including women in executive and board positions results in increased financial performance for organizations^{iv}. Taking this a step further, a [2015 study](#) estimated that increasing women's equality could add \$12 trillion to the global GDP by 2025^v.

DIVERSITY = ALL INCLUSIVE



To fully capitalize on this opportunity diversity needs to be all inclusive: gender, race, culture, age, sexual orientation, ethnicity... and this list is far from comprehensive. While all these elements are important, here at the Collaboratory we have a specific focus on gender and innovation. That does not minimize the importance of the other variables – it just provides an opportunity to focus our areas of expertise to try and help increase representation for this population. This does not mean that we do not include men in the conversation – quite the opposite. For gender parity to occur all voices need to be heard and valued. While some of our programming is exclusively focused on women, we have other programs that are open to all, and we also hope to sponsor programs in the future that are specifically targeted for men. Please check back often to see our evolving list of programs – or feel free to reach out to us if you have programming ideas to share.

ⁱ Sherbin, Sylvia Ann HewlettMelinda MarshallLaura. "How Diversity Can Drive Innovation." Harvard Business Review. July 31, 2014. Accessed January 18, 2018. <https://hbr.org/2013/12/how-diversity-can-drive-innovation>.

ⁱⁱ Milli, Jessica, Barbara Gault, Emma Williams-Baro, Jenny Xia, and Meika Berlan. The Gender Patenting Gap. Issue brief no. IWPR #C440. Institute for Women's Policy Research. 2016.

ⁱⁱⁱ McGregor, Jena. "The number of women CEOs in the Fortune 500 is at an all-time high - of 32." The Washington Post. June 07, 2017. Accessed January 18, 2018. https://www.washingtonpost.com/news/on-leadership/wp/2017/06/07/the-number-of-women-ceos-in-the-fortune-500-is-at-an-all-time-high-of-32/?utm_term=.b2f34c4a17fa.

^{iv} McGregor, Jena. "More women at the top, higher returns." The Washington Post. September 24, 2014. Accessed January 18, 2018. https://www.washingtonpost.com/news/on-leadership/wp/2014/09/24/more-women-at-the-top-higher-returns/?tid=a_inl&utm_term=.b1b777e-075fc.

^v Jonathan Woetzel, Anu Madgavkar, Kweilin Ellingrud, Eric Labaye, Sandrine Devillard, Eric Kutcher, James Manyika, Richard Dobbs, and Mekala Krishnan. "How advancing women's equality can add \$12 trillion to global growth." McKinsey & Company. Accessed January 18, 2018. <https://www.mckinsey.com/global-themes/employment-and-growth/how-advancing-womens-equality-can-add-12-trillion-to-global-growth>.