The Business Case for Investing in Women (UGBA 192T-1)

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“Women represent the largest market opportunity in the world.”
- Harvard Business Review

“If obvious benefits flow from helping the male component of the workforce achieve its potential, why in the world wouldn’t you want to include its counterpart? “
- Warren Buffett

“We look very hard. In fact, we just hired a young woman from Stanford who’s every bit as good as her peers. And if there are more like her, we’ll hire them. What we’re not prepared to do is to lower our standards.”
- Michael Moritz, Sequoia Capital

Course Description:
This course is directed towards men and women. It focuses on the business opportunities and solutions that women represent and on how business can continue to be a force for positive change while creating both ROI for the firm and for society.

Women are customers, employees, suppliers, and leaders. The earning power of women globally expected to reach $18 trillion by 2014, over 2x the estimated 2014 GDP of China and India combined. In addition, gender equity has critical business implications such as improved ROI, better stock performance, higher quality decision-making, and better social and environmental performance. How can business – and society — use this information to its advantage?

Smart companies understand that it does not make good business sense to ignore half of the population, as “women hold up half the sky.” Companies like Goldman Sachs, Nike, Coca-Cola, Wal-Mart, and Gap are investing heavily in the global development of women, with a focus on both firm and societal value. Given the severity of challenges confronting our global society, we need all hands on deck, men and women alike.

This course has three sections:
1. Women in Global Business
   Explore data from sources such as the World Economic Forum’s Global Gender Gap Index, which links gender equity and a country’s GDP; Goldman Sachs’ theory of Womenomics; and Calvert’s Women’s Empowerment Principles for global investing to ensure students leave the class having a robust case for reaching gender parity, grounded in data driven evidence.

2. Women in Organizations
   Investigate the data, trends, causes, and opportunities in the numbers of women in various roles and ranks of the corporation. Included will be research linking a firm’s financial, social, environmental, and governance performance and women in top ranks; McKinsey’s Women
Matter longitudinal study of the impact of women on business performance; and big businesses’ (e.g., Coke, Goldman Sachs, Nike) investments in the global development of women. Students will develop pattern recognition for missed opportunities for growth in a business and identify common frameworks to make impact at any stage in an organization.

3. Your Role & Leadership Opportunity
Develop action-oriented practical skills, tools, and solutions for women and men to use their authentic voices to lead more effectively. Included will be emergent views such as Sheryl Sandberg’s Lean In and Anne-Marie Slaughter’s Women Can’t Have It All.

Professor Kellie McElhaney
Dr. McElhaney is an adjunct professor in the Institute for Business and Social Innovation at the Haas School of Business at the University of California, Berkeley. Her research and teaching are in three areas: (1) The economic and business value of investing in women; (2) Global macro trends and business solutions; (3) Strategic corporate sustainability. She has written a book entitled Just Good Business: The Strategic Guide to Aligning Corporate Responsibility and Brand (2010) on her work, as well as given a TED talk. Kellie founded the Center for Responsible Business at Haas, which the Financial Times rated as number one in the world. She launched the successful Haas Socially Responsible Investment Fund, which is fully student run and outperforming against traditional indices. She is currently developing a new Center on Gender Equity & Leadership at Berkeley-Haas. Professor McElhaney has been awarded the Earl F. Cheit Outstanding Teaching Award, and the Founder and Visionary award from Haas. Kellie keynotes and consults to global 1000 companies and organizations all over the world in her areas of expertise. She serves on several corporate and non-profit boards.