

Women Rule. (Or Should.)*

“Research [by McKinsey & Company] suggests that, in order to succeed, companies should start by promoting women.”

—Nicholas Kristof, *New York Times*

“McKinsey & Company found that the international companies with more women on their corporate boards far outperformed the average company in return on equity and other measures. Operating profit was 56 percent higher.”

—Nicholas Kristof, *New York Times*

“Women are rated higher in fully 12 of 16 competencies that go into outstanding leadership.”

—Jack Zenger and Joseph Folkman, “Are Women Better Leaders than Men?”
Harvard Business Review

“As leaders, women rule: New studies find that female managers outshine their male counterparts on almost every measure.”

—*Bloomberg BusinessWeek*, Special Section title

“Forget China, India and the Internet: Economic Growth Is Driven by Women.”

—*The Economist*

“When women get involved in finances, they do better than men, because men focus on a shorter-term performance, while women take a longer view.”

—Kathy Murphy, president Fidelity Investments, manager of \$1.7 trillion in assets, quoted in *TheStreet*

“The growth and success of women-owned businesses is one of the most profound changes taking place in the business world today.”

—Margaret Heffernan, *How She Does It: How Women Entrepreneurs Are Changing the Rules of Business Success*

* Lesson learned: Promote more women. Now!