How Women Leaders Can Transform Newspapers

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Let’s set the stage

Leading in challenging times isn’t new.
• Nor is it gendered.

But there are some different challenges.
And opportunities.
The leader: 1930s
“It shall be an unlawful employment practice for an employer: ... to fail or refuse to hire or to discharge any individual ... because of such individual’s race, color, religion, sex, or national origin;”
The lawsuit: 1970
The leading edge: early ’80s
The landscape: 2020

• Record number of female CEOs of Fortune 500 firms this year. The 33 represents just 6.6% of the companies.

• Two aren’t new … companies vaulted onto the list.

• Largely recent. Some as a result of activist investors.

Three or more women makes every team better.
What does research say?
Women have a *super power*

- HBR study: Theoretical firm with retiring CEO. When led by a man and doing well, 62% chose a male candidate.
- When the man-led firm was in crisis, 69% said a woman would be better.
Women-led companies appear to be better at meeting **overall job satisfaction** needs than those led by men.

Surveys show companies led by women aren’t just **good for business**; they are **good for employees**.

And what else ....
Several studies indicate women-led companies outperform those led by men.

One analysis found women CEOs in Fortune 1000 firms drove *three times* the returns as S&P 500 companies run by men.

Companies with more female executives in decision-making positions continue to generate *stronger market returns and superior profits*. (Credit Suisse)
Kevin O’Leary: Out of more than 40 companies he invested in, about 95% of female-led companies met their financial targets.

65% of male-led companies did.

“Women manage risk better.”
Current Solutions

• Women leaders have some special challenges.
• There are issues that make situations tougher.
• Women are more likely to be given the broken toys.
• Women are better at cleaning up messes.
• And companies, teams and employees perform better with women leaders.

The thing is…
How we know this is possible
Why we know **it matters**
What we know you can do
Lead the way

1. Make it a priority, with metrics.
2. Be deliberate, including in job postings.
3. Be brave and supportive.
4. Be flexible and creative.
5. Ensure it is at all levels.
6. Keep it in mind from the beginning.
4 keys in challenging times

1. Build trust.
2. Show compassion.
3. Introduce stability.
4. Positivity through hope.

*Traits that can be weaponized, but are super powers.
Thank you!

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