

Take 14 actions

To help women investors rise and ROI soar



Promoting gender equity in alternative investments isn't about being nice. It's about return on investment (ROI). The data continues to show that having more women at work pays off in dollars and cents, delivering better returns with lower volatility. Your organization can take 14 actions to open doors and shatter ceilings for female professionals while generating increasing returns for the organization.

- 1 Let the data lead the way.**
 There's one language everyone understands: data. Let the data help build the necessary support that leads to multibeneficial results.
 
- 2 Change the conversation.**
 Build support by reframing diversity as a workplace issue, not a gender issue.
 
- 3 Commit to it.**
 Set the tone at the top by incorporating the business case for gender diversity into strategic planning.
 
- 4 Brand it.**
 Know what resonates best: the business case, the fit to the organization vision, rules and mandates, etc.
 
- 5 Show your commitment.**
 Appeal to women candidates by prominently featuring female leaders.
 
- 6 Make it policy.**
 Formalize diversity initiatives, such as robust leave policies and objective promotion criteria.
 
- 7 Build the pipeline.**
 Cast a broad recruiting net and seek out nontraditional candidate pools.
 
- 8 Promote support networks.**
 Drive mentorship and sponsorship for women through internal affinity networks.
 
- 9 Measure it.**
 Develop metrics for recruiting, promotions, and pay to track progress and spot areas of weakness.
 
- 10 Partner on it.**
 Collaborate with nonprofits and universities focused on women's career advancement.
 
- 11 Make it part of due diligence.**
 Address diversity in due diligence questionnaires and at on-site meetings.
 
- 12 Retain your current and future leaders.**
 Reduce barriers to retaining women with culture, policy change, and personal coaching.
 
- 13 Combat early retirement.**
 Push to get more women as partners.
 
- 14 Look long term.**
 This is generational work, but you can plant the seeds of change today.
 

Read the full report: [Driving change. How alternative investment organizations help women rise and ROI soar](#)

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