



INSTITUTE for HEALTH and HUMAN POTENTIAL



## Organizations that are gender diverse outperform the competition

Women are unique. Women have a brain based difference that predisposes them to weigh more variables, consider more options, see more context and visualize a wider array of solutions and outcomes to a problem when they or their organization are under pressure.

Our **Women Under Pressure** keynote helps organizations understand the importance of gender diversity across the organization.

### Research shows that organizations that are gender diverse and have more women in top leadership:

- Have profitable businesses.
- Outperform the competition in every measure of profitability: equity, revenue, and assets.

[Book this keynote](#)

### This keynote will help your clients learn:

- What is unique about a woman's brain and why that is important to organizations.
- What the second layer of pressure is that women face that is different from men.
- What we learned from our research study of 6,000 women.
- What strategies women can learn to perform better under pressure.



Learn more about our **Women Under Pressure** research.

[Learn more](#)



