

The commercial impact of women in leadership

This year, the global percentage of women in senior management in the mid-market is

33.5%



How do higher levels of women in senior management positions impact commercial performance?



Profit expectations

Mid-market firms who expect profits to increase in 2024 have 35% of women in senior management.



Investment intentions

Of firms that expect to increase investment in staff skills, technology, research and development and employment, 35% of senior management positions in those firms are held by women.



Diversity

Greater diversity brings different perspectives to the boardroom. This can be advantageous for international business — something that is a key priority for the mid-market.