

**WOMEN** OF  
THE **CHANNEL**<sup>TM</sup>  
On The Road

THE **CHANNEL** CO.<sup>®</sup>

# Channel Census and State of Women in the Channel

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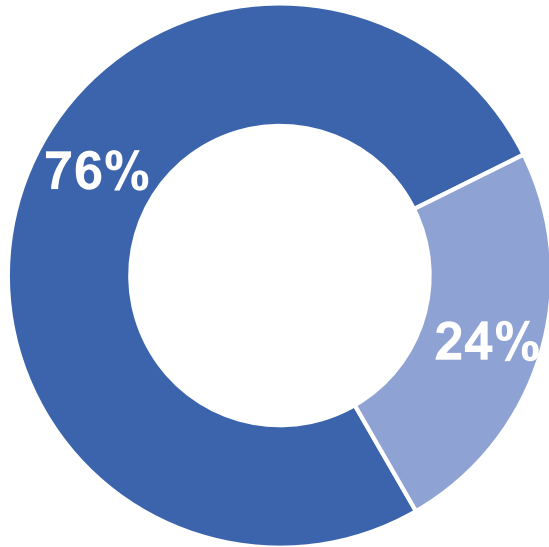


A group of business professionals are gathered around a table in a modern office setting. A woman with blonde hair, wearing a green checkered shirt, is smiling and gesturing with her hands while speaking. To her left, a woman with dark curly hair is listening attentively. In the foreground, the back of a person's head is visible, looking towards the speaker. The table is equipped with laptops, a tablet, a white mug, and some papers. Large windows in the background provide natural light.

# TOP LINE SURVEY RESULTS

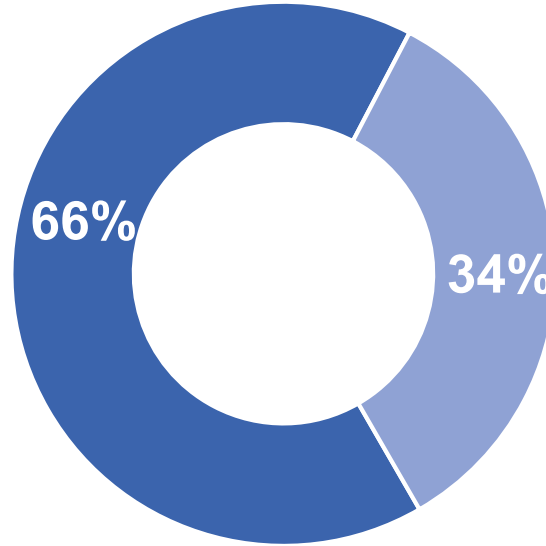
# The Gender Gap Still Exists

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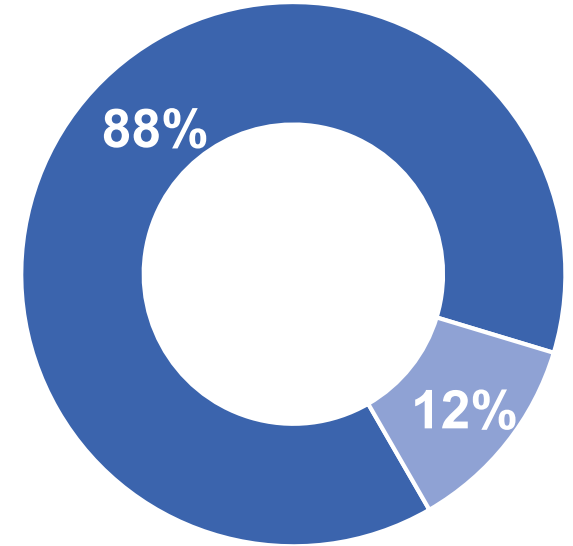
■ Yes ■ No

**76%** PROMOTIONS/CAREER  
ADVANCEMENT



■ Yes ■ No

**66%** CAREER  
OPPORTUNITIES



■ Yes ■ No

**88%** COMPENSATION

# #METOO Changes in the Workplace

**40%** BELIEVE THEIR WORKPLACE ENVIRONMENT  
HAS CHANGED

**39%** – Men have a better understanding on how to treat women fairly

**33%** – More male advocates for women

**29%** – More women advancing to higher positions

**29%** – More programs dedicated to the advancement of women

# Career Next Steps

## Managerial

**30%**

Move Up Within  
Department

2. Stay in current position
3. Join Board of Directors
4. Move to new department
5. Move to another company

## Non-Managerial

**56%**

New Growth  
Opportunities  
Within Organization

2. Move into management
3. Move into new department/add new skill
4. Go to new company to learn a new skill
5. Go to new company for money



# Important Skills for Climbing the Ladder

**61%** – Business Acumen

**60%** – Communication

**49%** – Negotiation

**45%** – Emerging Technologies

**43%** – Financial (P&L)





# Why Aren't Young Women Pursuing Career Growth?

# 45%

- Unsure About Career
- No Growth Opportunity
- Hit Ceiling
- Happy As Is
- Lack of Skills

# 73%

# Career Growth Worth the Sacrifice

# Pursuing the C-Level

**WOMEN** OF  
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**60%**

Don't Believe We Have  
Enough Female  
Leadership or Board  
Members

## Biggest Barriers

- Personal Sacrifice
- Fear
- Lack of Skills





# How Do We Drive Change

- Mentorship for young girls
- STEM promotion at young age
- College-bound student incentives
- Government-mandated STEM education options in K-12
- Different education methods for girls vs boys in K-12

# What Can You Do TODAY?

1. Coach! Mentor! Sponsor young women
2. Join local groups like, participate and spread the word
3. Create and support programs for Women to encourage them to come back to work (not opt out)
4. Create groups within your company or community to support advancement of Women
5. Educate and engage the men in your organization
6. Rewrite your story and kill the FUD