

WOMEN OF
THE **CHANNEL**TM
On The Road

THE **CHANNEL** CO.[®]

The State of Women in the Channel & Beyond

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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 let in bright, natural light.

TOP LINE SURVEY RESULTS

Important Skills for Climbing the Ladder

61% – Business Acumen

60% – Communication

49% – Negotiation

45% – Emerging Technologies

43% – Financial (P&L)



Greatest Managerial Challenges

10%

No Senior
Management
Support

18%

Talent
Recruitment

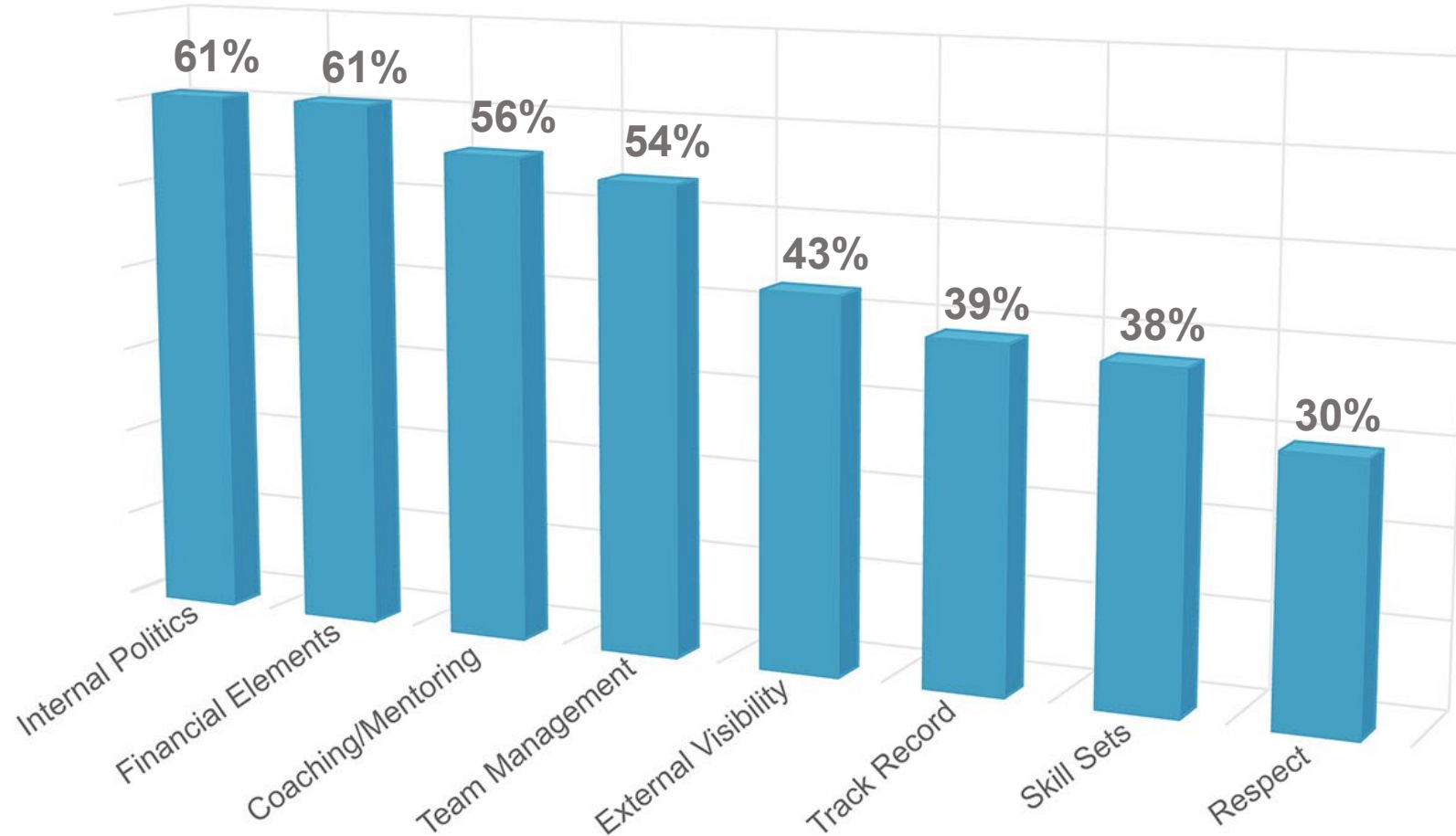
22%

Current Staff
Skills Gap

40%

Not Enough
Staff/Overworked

Critical Factors to a Manager's Success



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

Pursuing the Next Level

WOMEN OF
THE CHANNEL™

60%

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

Biggest Barriers

- Personal Sacrifice
- Fear
- Lack of Skills

Top Attributes of a Great Boss

WOMEN OF
THE **CHANNEL**™
On The Road



83%

Had My
Back/Supportive



68%

Advocate with
Employees/Mgrs



55%

Hands On/Off
When Necessary



53%

Provides Growth
Opportunities



43%

Great
Teacher



44%

Inspirational
Leader

Your Favorite Boss ...

58%



42%





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