

DIVERSITY AND INCLUSION & THE CHANGING VALUES OF BUSINESS LEADERSHIP

Morning Consult + ASCEND



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WHO WE ARE

MORNING CONSULT IS A GLOBAL
DATA INTELLIGENCE COMPANY
DELIVERING INSIGHTS ON WHAT
PEOPLE THINK IN REAL TIME.



AGENDA

LEADERSHIP VALUES

BARRIERS TO WOMEN IN BUSINESS

IMPACT OF COVID



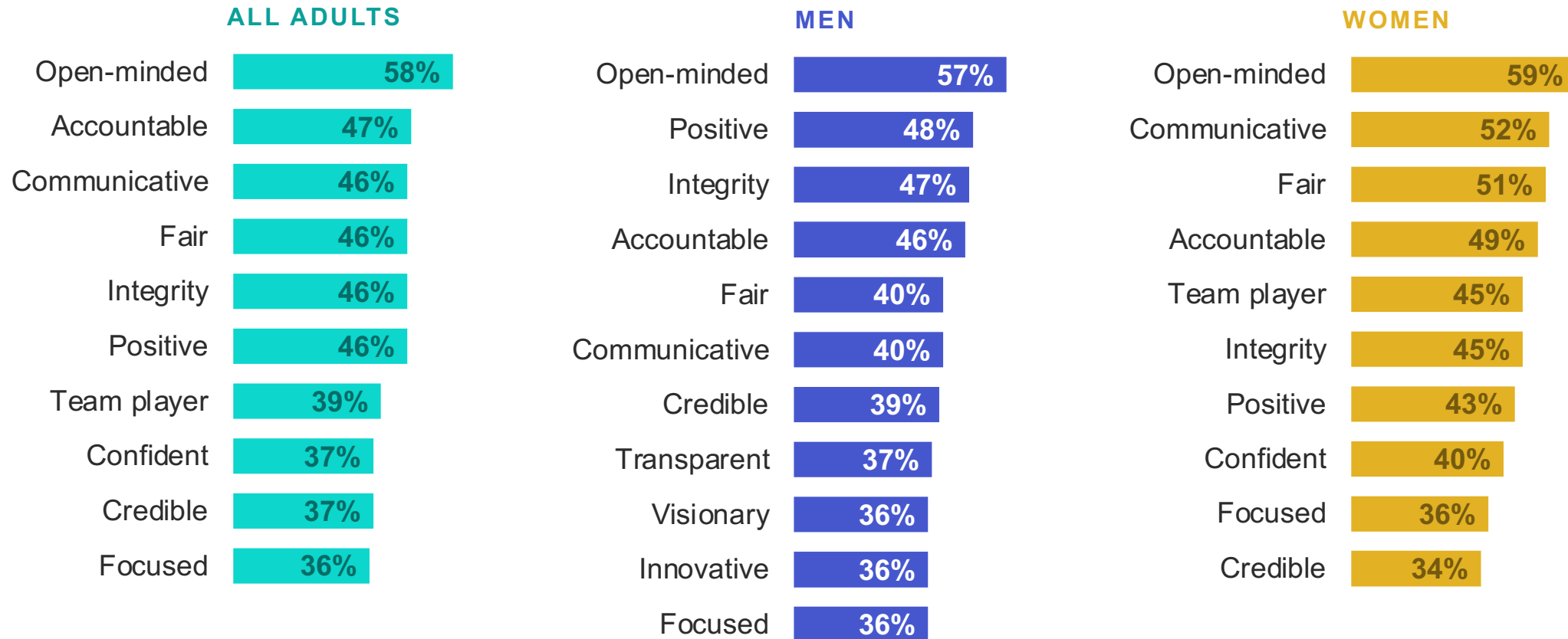


58%

of adults named “open-mindedness” as the most important trait for CEOs and executives to have.

Public Wants an Open-Minded, Accountable CEO

Respondents were asked to select the top five characteristics that are important for today's CEOs and company executives to possess



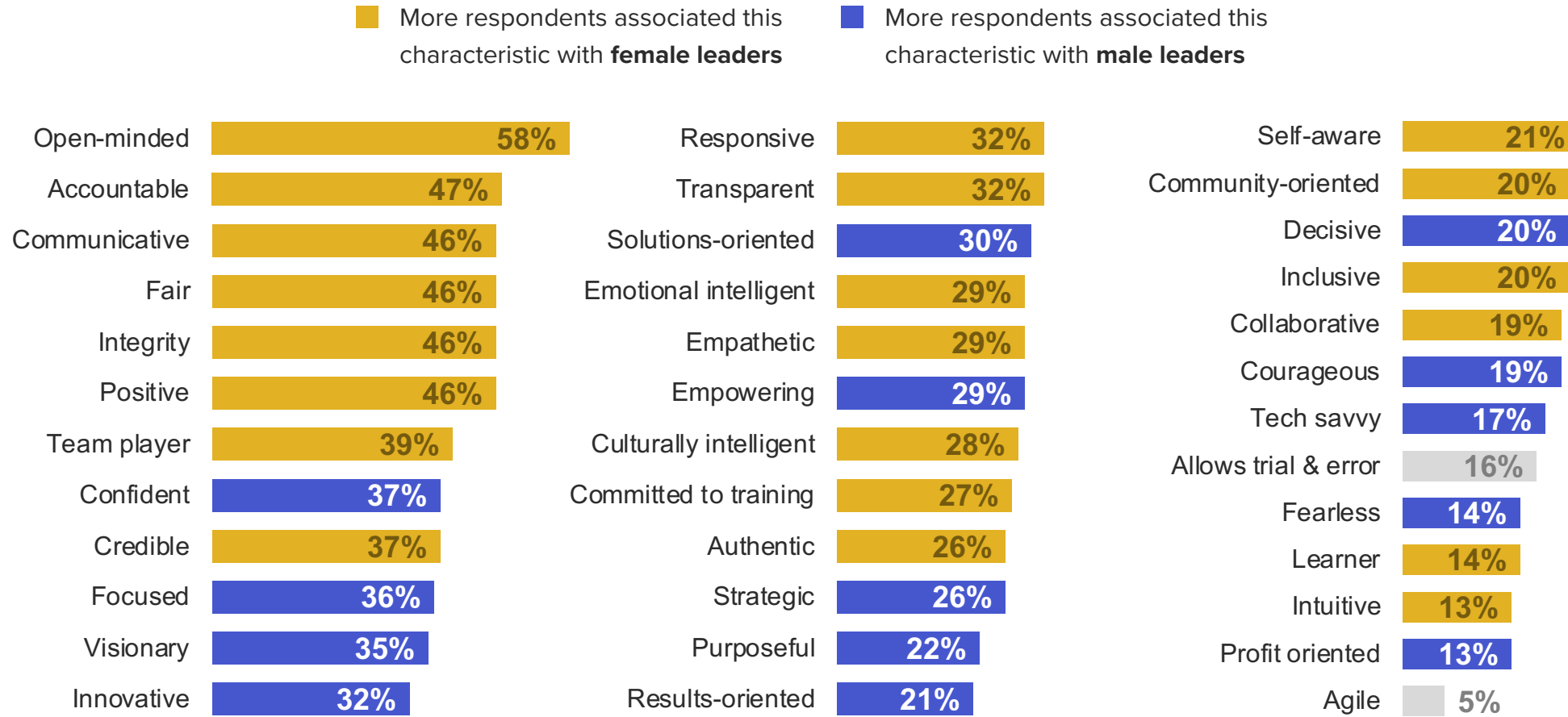


8 of the top 10

characteristics desirable for management to possess are more associable with female leaders than male leaders.

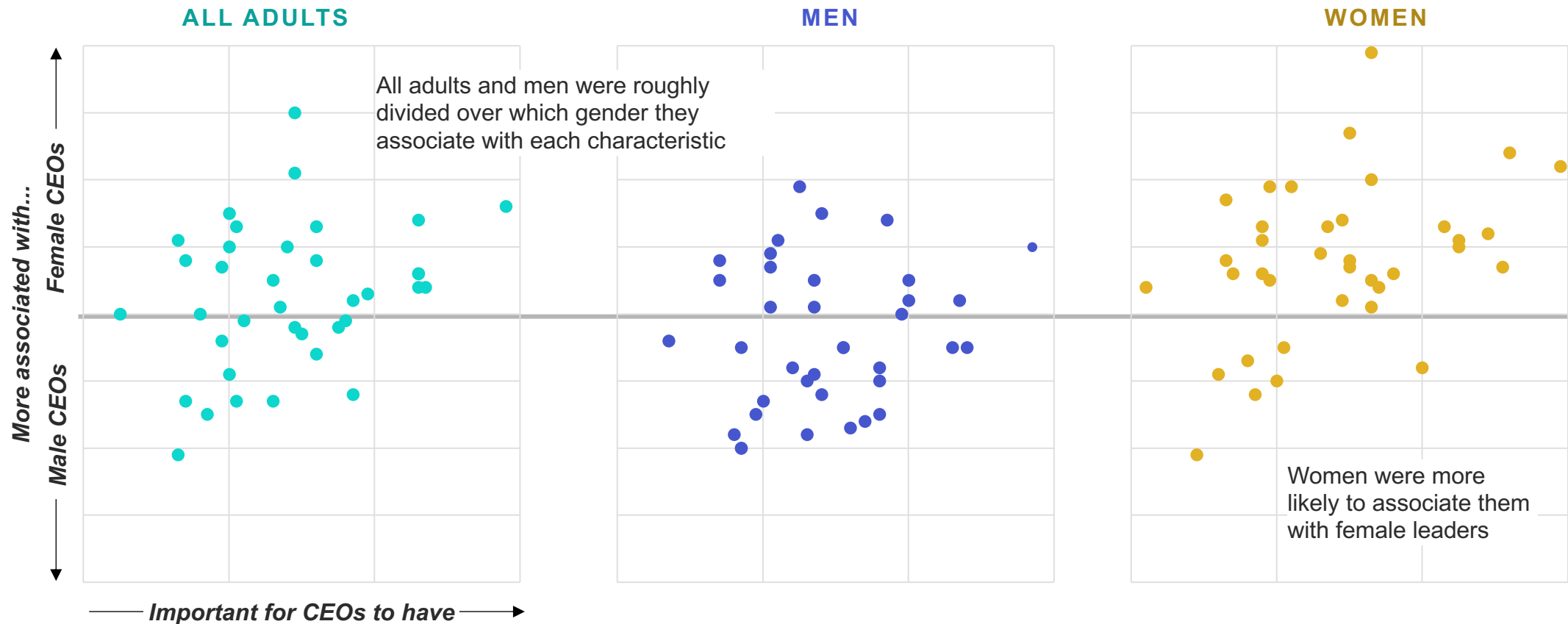
Most Sought After CEO Traits Are the Ones Most Associated With Female Leadership

Respondents were asked to select the top five characteristics that are important for today's CEOs and company executives to possess



How the Public Genders Its Most Desirable Characteristics in a CEO

Characteristics' x-axis placement was determined by the share who said it was important for a CEO to possess them; characteristics' y-axis placement was determined by the share who said they mostly associate them with female leaders minus the share who said they mostly associate them with male leaders



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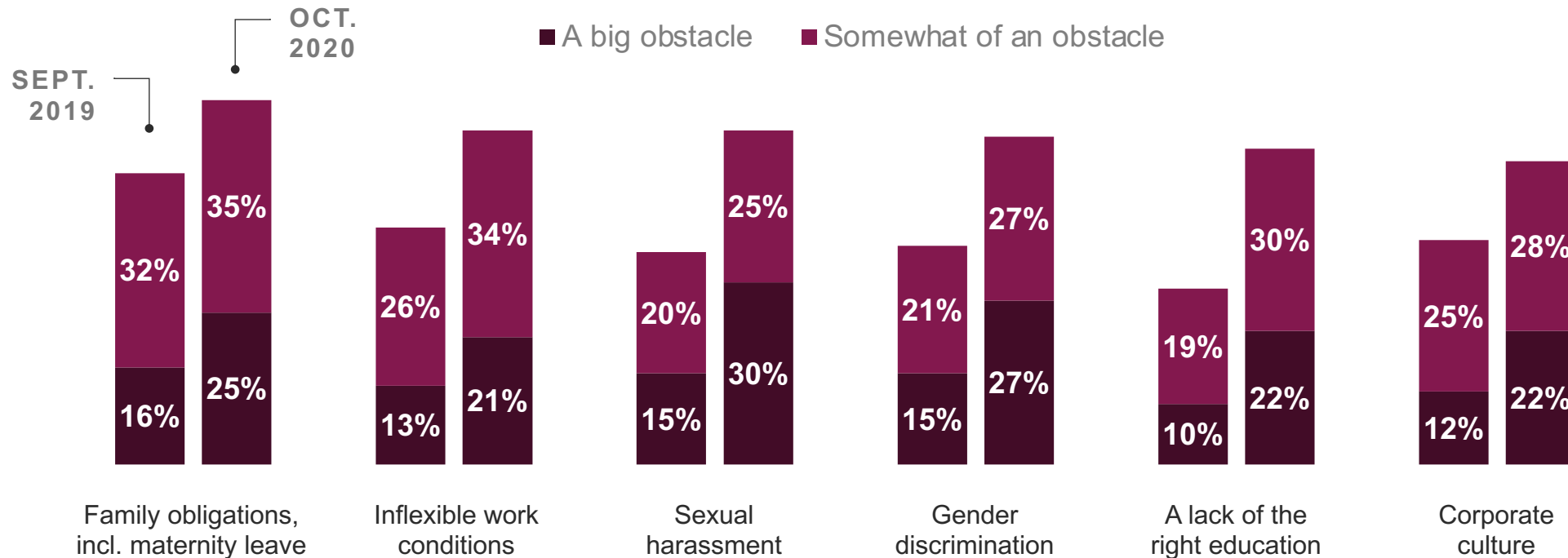


16-point jump

between 2019 and 2020 of U.S. adults who say family obligations, including maternity leave, are an obstacle for women trying to advance their careers at their company.

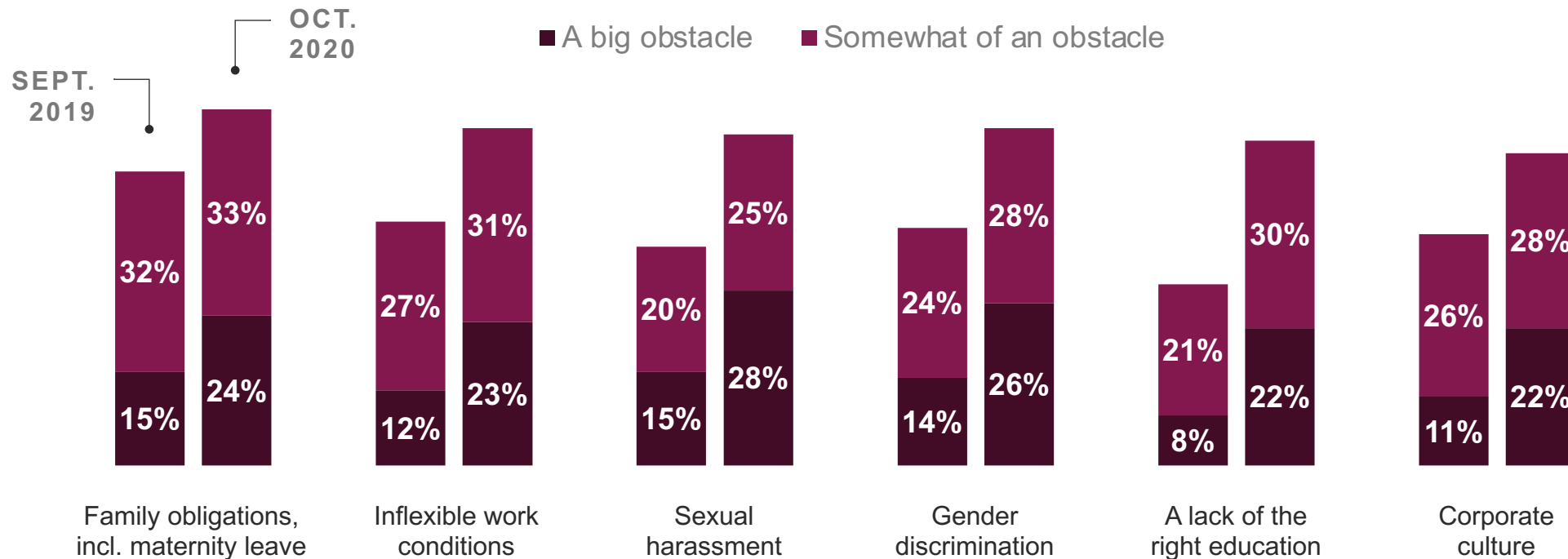
More of the Public Recognizes the Potential Obstacles Women Face in Advancing **at Their Company**

Share who said the following were an obstacle for women trying to advance their careers at their company:



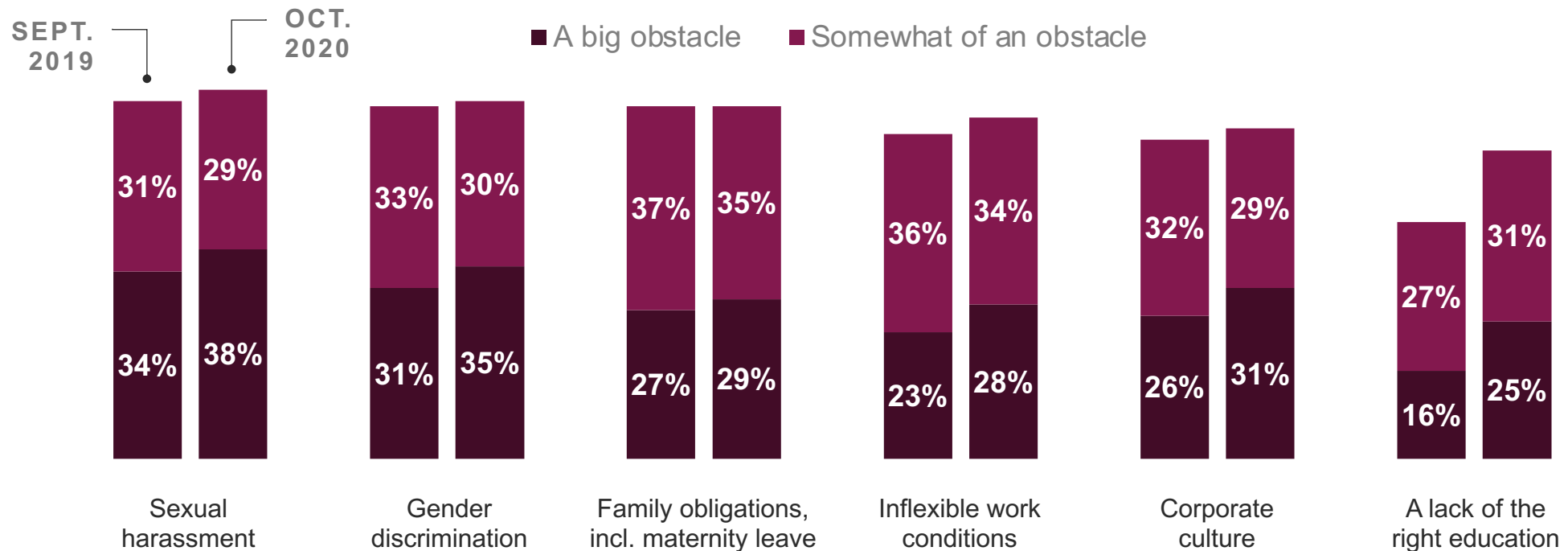
More of the Public Recognizes the Potential Obstacles Women Face in Advancing **in Their Industry**

Share who said the following were an obstacle for women trying to advance their careers at their company:



No Shift in Recognition of the Potential Obstacles Women Face in Advancing **in Society**

Share who said the following were an obstacle for women trying to advance their careers at their company:



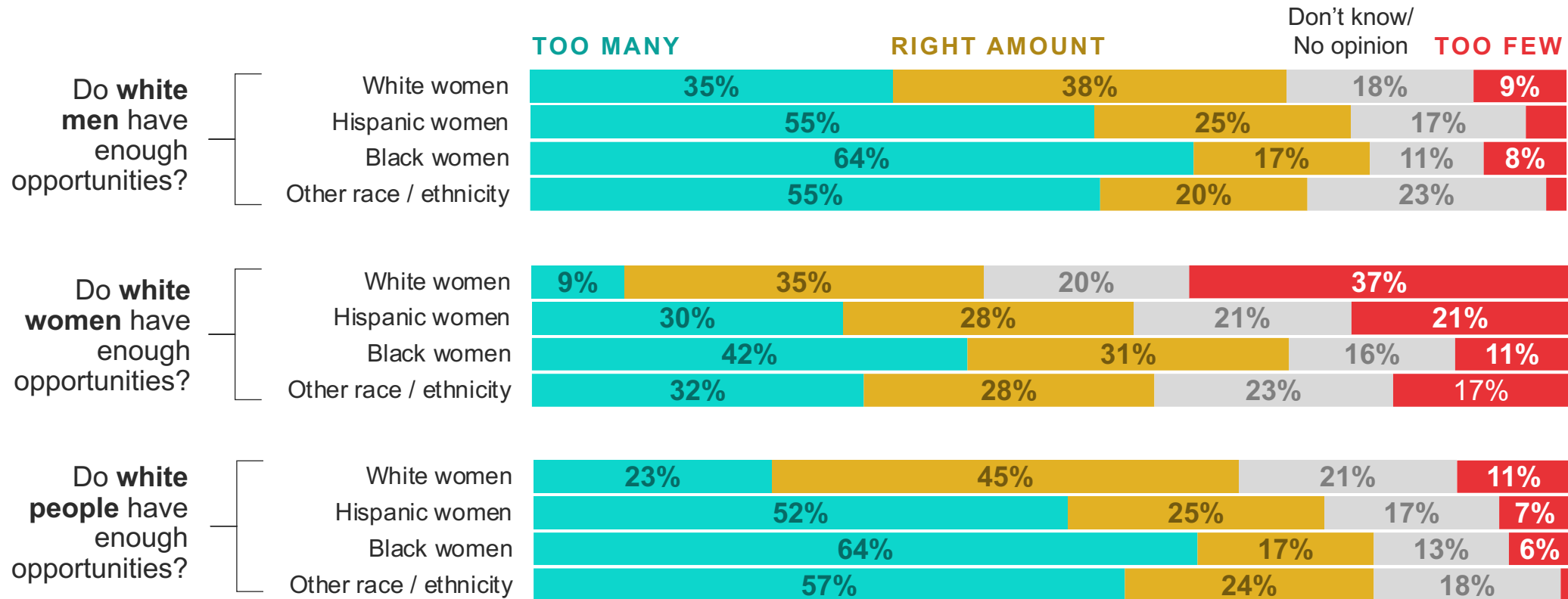


35%

of white women say white men have “too many” opportunities for ascension in the workplace, compared to 55% of Hispanic women, 64% of Black women and 55% of women of a different race or ethnicity.

Who Has the Professional Opportunities?

Respondents were asked whether they thought the following people have too many, too few, or the right amount of opportunities to reach executive positions



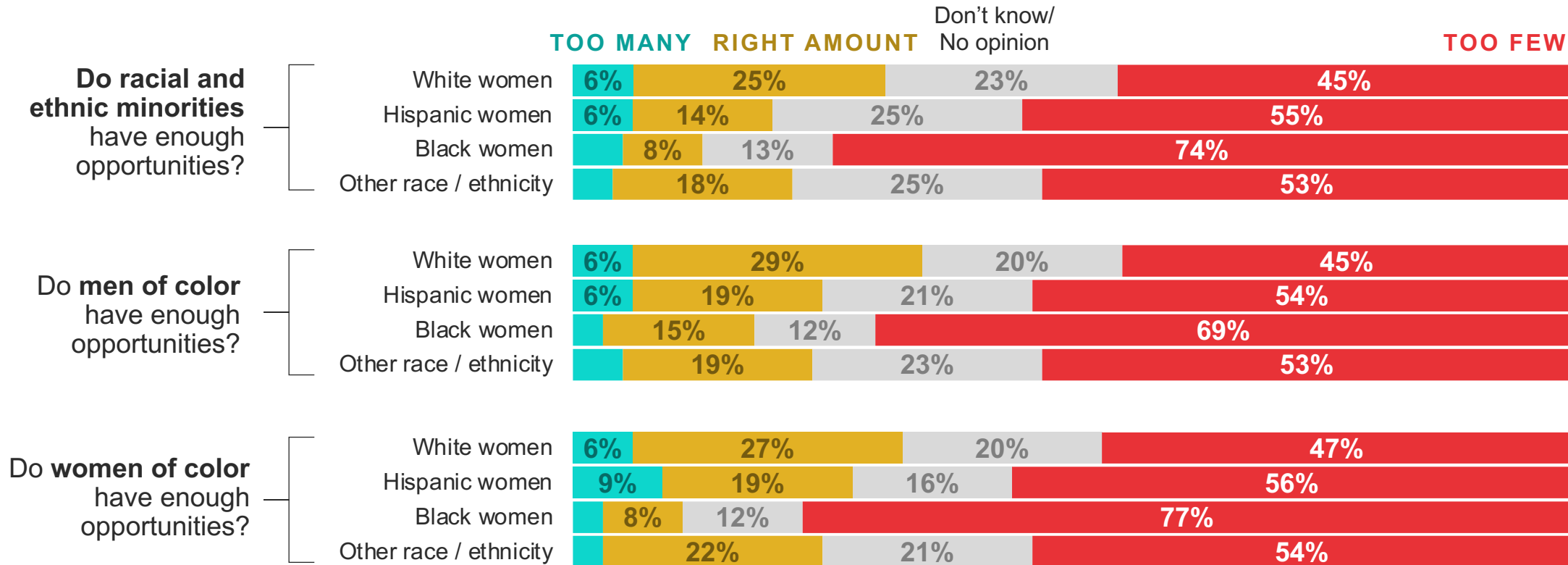


45%

of white women say racial and ethnic minorities have “too few” opportunities for professional advancement, compared to 55% of Hispanic women, 74% of Black women and 53% of women of a different race or ethnicity.

Who Has the Professional Opportunities?

Respondents were asked whether they thought the following people have too many, too few, or the right amount of opportunities to reach executive positions



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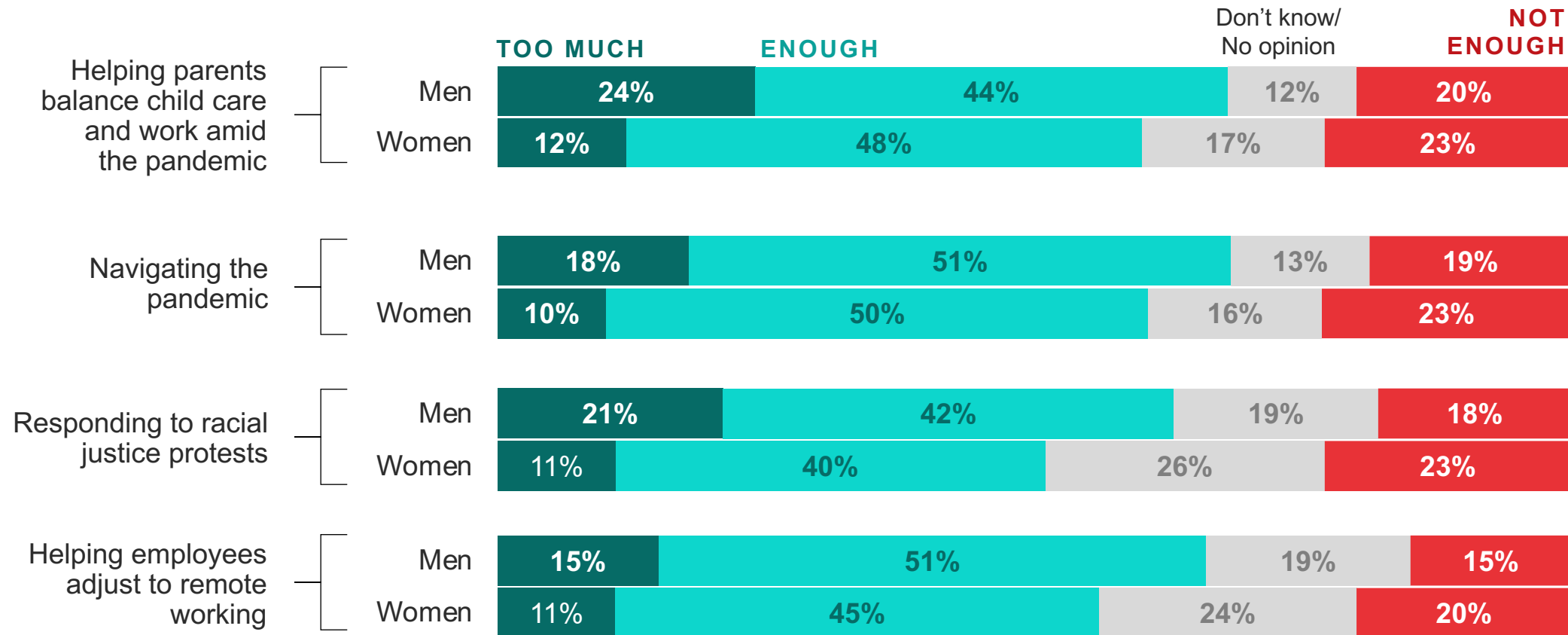


24%

of men said CEOs are spending “too much” to help parents balance child care and work amid the pandemic, compared with 12% of women.

Grading Leadership on Their 2020 Choices

Respondents were asked if their company's CEO and management have done enough, too much or not enough of the following:



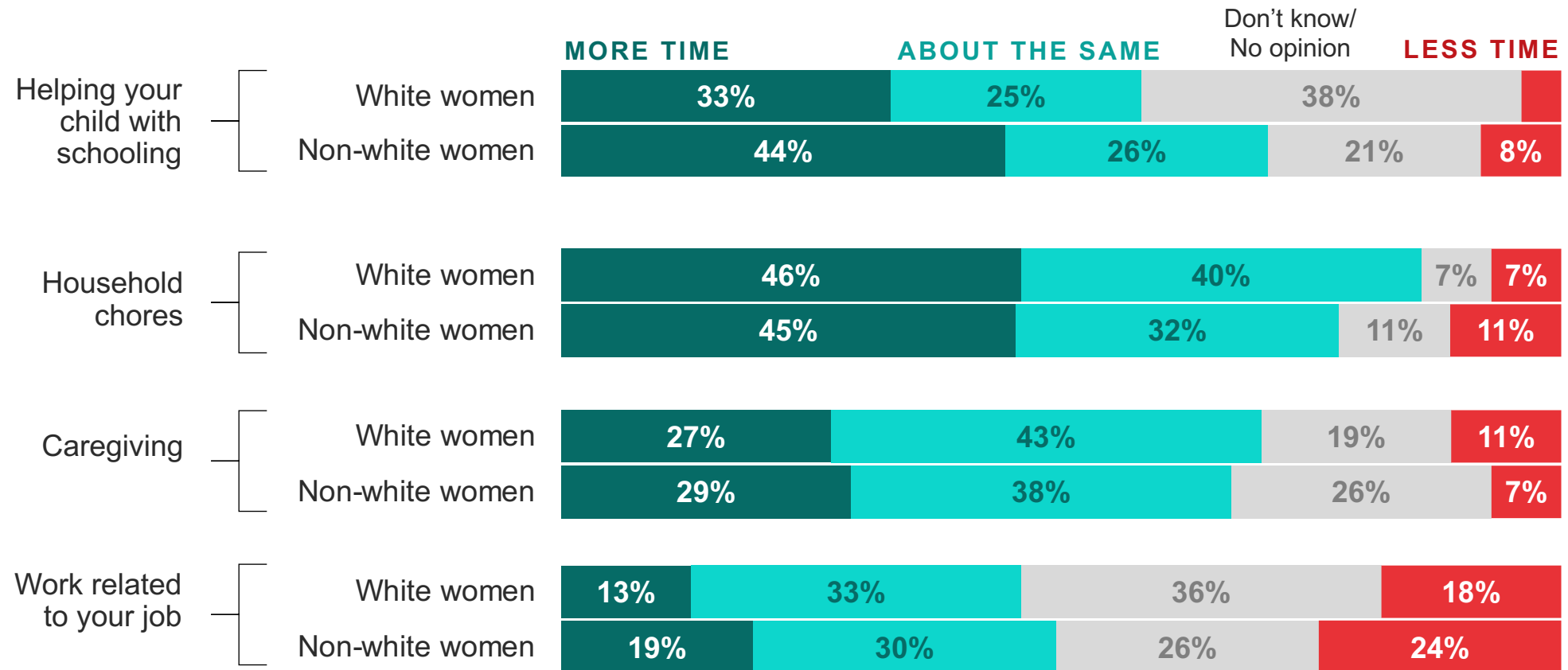


44%

of non-white women said they're spending more time helping their child with schoolwork, compared to 33% of white women.

Pandemic-Induced Time Shifts for White Women Versus Women of Color

Respondents were asked whether they were spending more or less time on the following, compared to before the COVID-19 pandemic



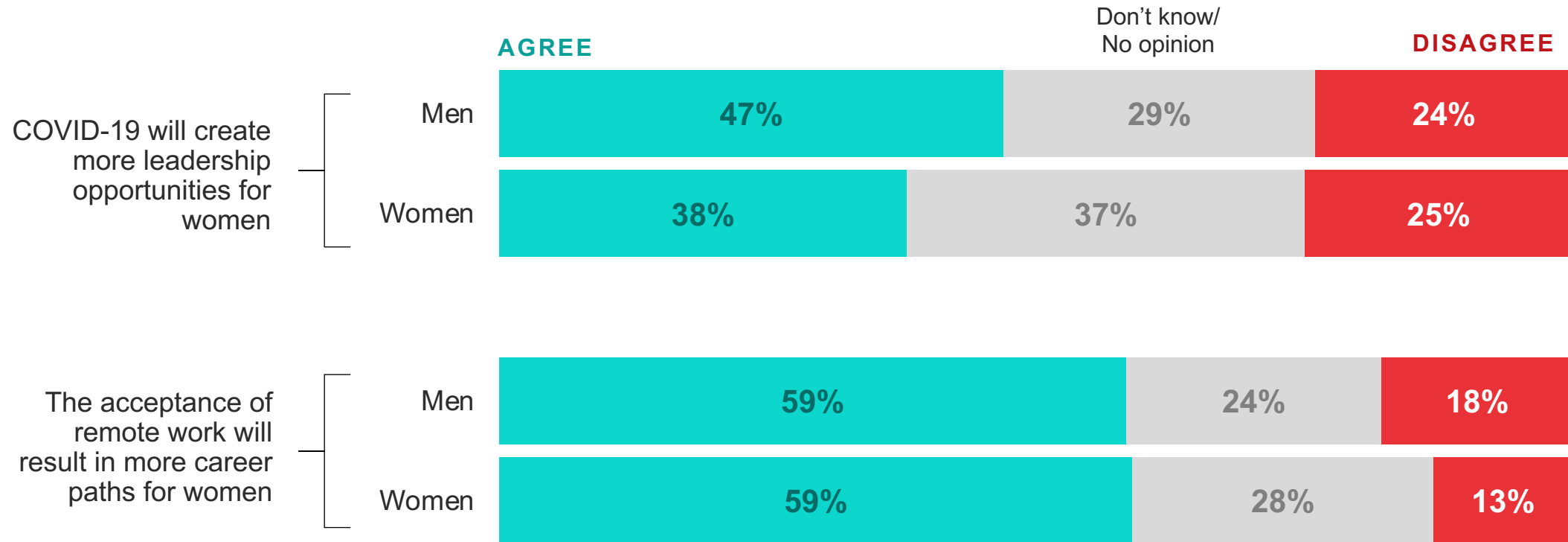


47%

of men said COVID-19 will create more leadership opportunities for women, compared to 38% of women.

Grading Leadership on Their 2020 Choices

Respondents were asked if their company's CEO and management have done enough, too much or not enough of the following:





INTELLIGENT DATA,
INTELLIGENT DECISIONS