



WOMEN  
BUSINESS  
COLLABORATIVE

## ACTION INITIATIVE



# DIVERSITY, EQUITY AND INCLUSION

## ABOUT WBC

The Women Business Collaborative is an unprecedented alliance of over 73 women's business organizations collaborating together to accelerate the pace of change. We are also a movement of millions of executives, business organizations, public and private companies, and the media. We reach our goals by collaborating and coordinating, amplifying and aggregating best practices and thought leadership against Nine Action Initiatives as areas to accelerate change. The Diversity, Equity, and Inclusion Action Initiative uplifts women of color by specifically elevating their voices and centering them in high-ranking positions.

## VISION

To achieve and sustain the goals set to reach management, leadership, and board representation for women of color. To influence corporations to embed diversity, equity, and inclusion targets and women of color representation goals into their Human Resources processes and systems.

## OUTLOOK

As of March 2022, there were 74 women CEOs (15%) employed at F500, up from 41 in June of 2021 and only 7 in 2002. Yet, the new high still only translates to around 15% female representation at the top of the country's biggest public businesses. Asian American women professionals are the least likely group to be promoted from individual contributor roles into management — less likely than any other race, including Blacks and Hispanics. Therefore, while our goals target Women of Color as a group, we encourage organizations to track the progress of Asian, Black, Hispanic, and Indigenous women separately to ensure that each group is intentionally promoted and hired.

Women of color are ambitious and want to rise up in their careers. According to a Nielsen survey, 64% of Black women in the United States agree their goal is to make it to the top of their profession — nearly double the percentage of non-Hispanic white women with the same goal.

## GOALS

- 10% of women in the C-Suite are women of color by 2030
- 25% of women CEO's are women of color by 2030
- 25% of R3000 women board members are women of color by 2030

## CO-CHAIRS

**Dr. Rohini Anand**, Senior Diversity, Equity and Inclusion Advisor, Rohini Anand LLC

**Deborah Munster**, Executive Director, Diversity Best Practices

**Jennifer Martineau**, President and Founder, Leap & Inspire Global

## PARTNERS

- ASCEND
- Diversity Best Practices
- Diversity Woman Media
- The Executive Leadership Council (ELC)
- Him for Her
- LatinaStyle
- National Association of Women Business Owners (NAWBO)
- Seramount
- Black Boardroom Initiative
- Diversio
- HACR
- Linkage
- Paradigm for Parity (P4P)
- The Lodis Forum
- HITEC