



**U.S.
COMMERCIAL
SERVICE**

United States of America
Department of Commerce

EMPOWER HER – Reasons to Champion

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Reasons to Champion ^HEMPOWER_R

Reason #1

Women's Empowerment and advancement matter to corporate success:

- Corporations identified as more diverse and inclusive are 35% more likely to outperform their competitors. ([McKinsey](#))
- Diverse companies are 70% more likely to capture new markets. ([HBR](#))
- Diverse teams are 87% better at making decisions. ([People Management](#))
- Diverse management teams lead to 19% higher revenue. ([BCG](#))

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Reason #2

Women's Empowerment and advancement are needed today:

- 6.6% of all Fortune 500 companies have women as their CEOs. ([Fortune](#))
- 40% of people believe there is a double standard against women. ([Clear Company](#))
- Only 23% of C-Suites are made up of women. ([Women in the Workplace](#))

Reasons to Champion EMPOWER^H_R

Reason #3

Women's Empowerment and advancement are important to the future:

- What we do today will ensure that our daughters have equal opportunity and prosperity tomorrow.
- Millennials want to work in a diverse workplace