More than one woman candidate, more than one woman at the table, more than one woman on the panel.

FACT: US companies with 3 or more women directors report earnings 45% higher per share than those with no women directors. ¹

FACT: Companies with a higher percentage of women in executive positions have a 34% higher total return to shareholders. ²

FACT: The Peterson Institute for International Economics researched 21,980 firms from 91 countries and found this: women at the C-Suite level significantly increases net margins (30% women leaders at top = 15% boost in profits). ³
What is the More Than One movement by Brave Enough?

It is a mission based on one singular to increase ethical leadership and improved practices for us all: if you want to make a difference in your environment, make sure there is more than one woman included. Invite more than one woman to sit the table. Interview more than one woman candidate. Ask more than one woman to speak on the panel. Recruit more than one woman into a leadership position.

Why does the More Than One movement by Brave Enough matter?

When women and under-represented minorities have only one voice at the table, their voice is less likely to be heard, and their ideas are less likely to be attributed to them. When they are the only woman candidate selected to interview for a job position, they have a zero percent chance of being elected, which creates a negative feedback loop.

3. HTTPS://PIIE.COM/SYSTEM/FILES/DOCUMENTS/WP16-3.PDF