MAKE YOUR BOARD BETTER THROUGH DIVERSITY

RESEARCH HAS CONSISTENTLY PROVEN THAT DIVERSE BOARDS ARE STRONGER BOARDS.

Here Are 3 Ways How!

1

2

3



Higher creativity¹

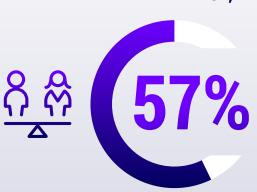


Improved team collaboration²



Better understanding of a diverse end user³

CANADIAN SPORT ORGANIZATIONS ARE MAKING PROGRESS IN BRINGING GENDER DIVERSITY TO THEIR BOARDS, WITH MORE WOMEN AT THE TABLE VERSUS FOUR YEARS AGO. BUT, WE STILL HAVE WORK TO DO:



of nationally funded sport organizations have yet to achieve gender parity on their board.



IF YOUR BOARD IS LACKING WOMEN,
HERE ARE 3 WAYS TO BRING THEM TO THE TABLE!

Develop a skills matrix that includes gender as a key consideration.

Ensure equal speaking opportunities for all directors and showcase both genders as leaders in communications, images and leadership opportunities.

Proactively recruit and invite women. Reach out to:

- Institute of Corporate Directors
- · Canadian Women & Sport
- Athletes nearing retirement
- Women in your network outside your sport



NEED MORE? Consider the Gender Equity LENS e-module (womenandsport.ca/lens) or The Leading Edge (womenandsport.ca under Resources)



¹ Torchia, M., Calabrò, A., and Morner, M. (2015). Board of Directors' Diversity, Creativity, and Cognitive Conflict: The Role of Board Members' Interaction. International Studies of Management & Organization, 45(1), 6-24.

² Bear, J. B., & Woolley, A. W. (2011). The role of gender in team collaboration and performance. Interdisciplinary science reviews, 36(2), 146-153.