

# MAKE YOUR BOARD BETTER THROUGH DIVERSITY

RESEARCH HAS CONSISTENTLY PROVEN THAT DIVERSE BOARDS ARE STRONGER BOARDS.

## Here Are 3 Ways How!

1



Higher creativity<sup>1</sup>

2



Improved team collaboration<sup>2</sup>

3



Better understanding of a diverse end user<sup>3</sup>

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:



57%

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



1 in 3

have fewer than 30% of women.

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](http://womenandsport.ca/lens)) or The Leading Edge ([womenandsport.ca](http://womenandsport.ca) under Resources)



<sup>1</sup> 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.

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

<sup>3</sup> Center for Talent Innovation (2013). *Innovation, Diversity, and Market Growth*. Retrieved [March 19, 2020] from <http://www.talentinnovation.org/publication.cfm?publication=1400>.