Several studies have linked greater gender diversity in senior posts with financial success. European firms with the highest proportion of women in power saw their stock value climb by 64 percent over two years, compared with an average of 47 percent, according to a 2007 study by the consulting firm McKinsey and Company. Measured as a percent of revenues, profits at Fortune 500 firms that most aggressively promoted women were 34 percent higher than industry medians, a 2001 Pepperdine University study showed.

Advice from Successful Businesswomen

“Do something you are passionate about, do something you love. If you are doing something you are passionate about, you are just naturally going to succeed, and a lot of other things will happen that you don’t need to worry about. There are so many opportunities and choices that women can make or anyone can make about what they do. Do something you are passionate about. Life is too short.” -Mary Barra, CEO of General Motors

“So I love to run. I like to run long distances. And part of it for me is sort of the joy of feeling the pain and the grit and knowing you have to dig deep. And I think a lot of times making business decision is like being a marathoner. In other words, you know what the finish line is that you really want to get to but, along the way, it’s not always pure joy. There are really hard moments. But if you keep your eye on the prize, it’s part of what drives you to get there.” -Helena Foulkes, Executive Vice President of CVS Marketing Corporation

“Tips for leading a happy and successful career: Be clear what matters most. And what matters most is your family. There are tradeoffs that you will make, but remember, at the end of the day that is probably the most important group of people in your lives, and that has been true for me from day one... My advice to young people is if you find yourself in a company where you’re being asked to do something that you don’t think is right or you’re feeling uncomfortable about the leadership and the direction of the company, run, do not walk, for the doors.” -Meg Whitman, Chairman, President and CEO of Hewlett-Packard


For more information, visit any of the source websites listed above, or for information on how to get involved with Women in Business at BYU, visit [http://womeninbusiness.byu.edu](http://womeninbusiness.byu.edu).