



G ♀ E INSTITUTE
FOR GENDER
+ THE
ECONOMY



Rotman School of Management
UNIVERSITY OF TORONTO

The Challenge at Hand

There is a growing recognition that increased participation of women in the global economy will have multiplier effects for both economic and social value creation. Today, women control approximately \$20 trillion in annual consumer spending, earn \$13 trillion in annual income and, in aggregate, represent a growth market bigger than China and India combined. Women also stand to inherit more than \$1 trillion in wealth over the next few decades. Even with women's growing economic power, gender inequalities are still large and persistent in most countries. Progress towards equality, measured by consistently equal access to economic, social and political opportunities, remains stagnant.

Despite widespread acknowledgment of the gender gap, and credible efforts to close it, a primary challenge that remains is truly understanding the underlying mechanisms that produce gender gaps and identifying which actions can be most effective in addressing them. Without these insights, we end up being in the same old conversations about diversity and inclusion.

Many organizations have produced studies highlighting correlations between gender metrics and financial outcomes, but less is known about the activities and actions that lead to these relationships. Further, even less is known about what solutions can work. The Institute for Gender + the Economy at the Rotman School has been launched precisely to address these challenges by using rigorous research to change the conversation on gender equality.

Examples of challenges that we will tackle include:

- **How do we increase the pipeline of female talent? How can we make real progress on not just diversity but also inclusion?**
- **How can we better understand and uncover women's preferences and generate products and solutions that meet their needs?**
- **If we apply a gender lens to financial markets and investing, what hidden returns or risks could we uncover?**
- **Under what conditions and through what mechanisms can gender diversity or lack thereof shape financial performance at the team and firm level?**
- **What levers can funders, policy makers and advocates pull to attract more women to entrepreneurship and direct more resources and support to female entrepreneurs?**
- **What policies or practices could help close the gender pay gap?**
- **What interventions might work to change the image of what a "leader" looks like? What models of leadership might help level the playing field?**
- **How does a consideration of class, race, sexual orientation, ethnicity, nationality and stage of country economic development effect the conclusions we can draw from research?**

Mandate for the Institute for Gender + the Economy

The Institute for Gender + the Economy will achieve its mission through activities across three strategic pillars:

Advancing Knowledge:

Support and promote academic research that will advance our understanding of the dynamics of gender in the economy.

Achieving Impact:

Translate and disseminate research to practitioners – through public lectures, conferences, research briefs, podcasts, video blogs, co-creation workshops, etc. – to support change in their practices.

Training Current + Future Leaders:

Give current and future leaders tools to use gender analysis to uncover career and investment opportunities through student fellowships and leading-edge curriculum.



Sarah Kaplan

The Institute for Gender + the Economy was founded by Professor Sarah Kaplan in September 2016. Sarah Kaplan is the University of Toronto Distinguished Professor of Gender & the Economy and Professor of Strategic Management at the Rotman School. She is author of the business bestseller, *Creative Destruction* which addresses how organizations can innovate and survive. Her current research continues this exploration of how organizations participate in and respond to the emergence of new fields, examining biotechnology, fiber optics, financial services, nanotechnology and the field emerging at the nexus of gender and finance.

Professor Kaplan's interest in gender and the economy is in conceptualizing gender equality as an innovation challenge. She recently authored "The Risky Rhetoric of Female Risk Aversion," "Meritocracy: From Myth to Reality," and "The Rise of Gender Capitalism." Formerly a professor at the Wharton School, University of Pennsylvania (where she remains a Senior Fellow), and a consultant for nearly a decade at McKinsey & Company, she received her PhD from the Sloan School of Management at MIT.

Sarah Kaplan's commitment to 'changing the conversation' about gender and the economy has resulted in her successful recruitment of an impressive network of scholars and executives to scale the Institute's research and translation initiatives.



Lasting, Disruptive Change

Corporate partners are a select group of established organizations that are front-runners in creating, leading, and managing change.

You should partner with the Institute for Gender + the Economy if you are ready to drive lasting, disruptive change by:

- adopting a “new way to think” about gender;
- co-creating a world-leading hub to advance our understanding of problems related to gender and economy; and
- collaborating on actionable solutions to gender-based challenges.

The Corporate Partnership Experience

Partner Charter

Partnership with the Institute for Gender + the Economy begins with meeting our faculty leadership and program team, spending 2-3 hours evaluating and discussing the partner’s current issues relating to gender and economy. The outcome of this meeting is a partnership charter which outlines opportunities to collaborate across the Rotman School.

Annual Conference

Your employees and/or clients will be invited to attend the Institute for Gender + the Economy annual conference, alongside notable senior executives, business leaders and policy makers. As part of the annual conference, you will also have an opportunity to speak or host a workshop and will be invited to a pre-conference partner event, providing networking and engagement opportunities. The first annual conference is slated for spring 2018.

Research

Much of our research must be conducted in collaboration with organizations. Corporate partners have the unique opportunity to participate in cutting-edge research with world-leading scholars.

Workshops

Your employees will be invited to attend the Institute’s semi-annual workshops that involve reviewing and discussing new research findings on critical issues relating to gender and the economy. These workshops will provide you with new ways of approaching gender-based challenges, as well as actionable insights to drive change within your organization.

Lecture Series

You, and a select group of your employees and/or clients, will receive complementary passes to attend the Institute for Gender + the Economy’s lecture series. These lectures will provide you with access to leading thinkers active in the gender and economy space as well as an opportunity to network with like-minded peers and Rotman alumni.

Institute for Gender + the Economy Podcast

You will have an opportunity to participate in at least four podcasts, which will be disseminated through various University of Toronto communication and marketing channels, including the alumni network. You can leverage all public multimedia to showcase your relationship with the Institute for Gender + the Economy and its commitment to advancing equality.

The Rotman School

In addition to the partner experience set out above, the Rotman School also has many opportunities for you to collaborate with students. In the initial partner meeting, you can propose a current business challenge you would like to address. Based on the scope of this challenge, we will identify opportunities for you to work with academic researchers to complete scholarly research, participate as a guest speaker in MBA or undergraduate courses, work with MBA students to complete a discrete project, engage with one of our student business consulting practices, hire a Rotman student for an internship or present a business challenge to an MBA project team to solve through design thinking and other methodologies.

Recognizing Your Support

Your support of the Institute for Gender + the Economy will be central to our ability to achieve our mission. Without corporate partners engaged in dialogue with us, we cannot mobilize our research to help make change. To recognize the importance of your contribution, we would:

- Acknowledge your support in our annual report, various multimedia communications and on our website;
- At your discretion, produce a “stories of impact” video blog;
- Report annually on initiatives undertaken as a result of your support;
- Recognize your gift on the Rotman’s Donor Wall;
- Include your name among a list of benefactors published in our annual donor report and on our website.

Corporate Partnership requires a minimum two-year commitment of at least \$25,000 per annum.

Contact Us

@ gender.economy@rotman.utoronto.ca

Access all our Publications and Meet our Team

UofT.me/GenderEconomy

Follow us & Join the Conversation:

in <https://www.linkedin.com/company/gendereconomy>

🐦 @GenderEconomy



A Year of Impact

In it's inaugural year, the Institute for Gender + the Economy has made tremendous progress changing the conversation about gender equality. Highlights include:

Advancing knowledge.

Awarded  9 x \$57,000

Achieving impact.

Changed the Conversation

Translated Research via Publication of:

- 18** Research Briefs
- 6** Research-For-Practitioner Summaries
- 16** Event Summaries
- 9** Research Grant Profiles
- 2** Lessons from Practice

Engaged Our Community

Held Public Forums Featuring:

- 17** Public Events with **1,500+** Attendees

Garnered Media Attention

- 27** Interviews or Publications Featuring Sarah Kaplan + Other Institute Representatives

Funded Ground-Breaking Research

Performance Evaluation Schemes
Impact of Gender Diversity on Corporate Board Effectiveness
New Technologies for Enabling Reporting of Sexual Harassment
New Job Hiring Protocols

Convened Leading Research Scholars

To Discuss the Latest Findings on Gender and the Economy



 Translating Gender in Finance and Business Research for Practitioners

Roundtable  Idea Blitzes
Keynotes  Scholarly debate



The Agenda

Inspired New Ways of Thinking

- 5** MBA Students Funded to lead disruptive projects in the area of gender equality.

Reframed Challenges

- 200** students from **16+** countries engaged in a gender-based problem-solving challenge

 "Designing for Equality: A Course to Leverage Design-Thinking to Solve Complex Gender-Based Challenges"
Designed New Ways of Learning

Training Current & Future Leaders.

Contact Us @ gender.economy@rotman.utoronto.ca

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