Advancing all women into leadership positions – a business imperative

**RESEARCH OBJECTIVE**
To understand employers’ actions to retain and advance women employees in Florida: What’s working? What’s not working? Where are the gap areas to be addressed?

**WHY PARTICIPATE?**
Make a statement to your employees, customers, investors, and public policy makers that advancement of women in leadership matters to your organizational success

**HOW TO PARTICIPATE:**

**LEADERSHIP CO-CHAIR**
- Leader serves as an Ambassador
- Encourage participation across marketplace & networks
- Contribute financially to the initiative
- Co-host monthly practicum session
- Contribute insight and quotes for 2021 results report

**PARTNER ORGANIZATION**
- Commitment to research participation campaign to membership, clients and partners

**STUDY PARTICIPANT**
- Contribute organizational data as part of the data collection process
- Receive research report and private benchmark report card
- Invite to attend monthly practicum sessions

**SPONSOR ORGANIZATION**
- Contribute financially to the initiative
- Encourage participation across marketplace & networks
- Contribute insight and quotes for 2021 results report

**RESEARCH TIMELINE**

- **SEPTEMBER**
  - Survey is distributed to companies across FL
- **FALL**
  - Data collection period continues
- **NOVEMBER**
  - Data collection concludes, and analysis begins
- **DECEMBER**
  - Research and benchmark reports are published
- **Q1 2022**
  - Research summary report is written
HYPOTHESIS

Many employers, profit and nonprofit alike, conduct leadership development programs with varying degrees of success with little or no external evidence that women are advancing into equitable roles in leadership in the workforce. We believe that a scorecard that sets a baseline of women's presence at various levels of management and leadership in Florida and provides an inventory of practices to advance women can be the springboard to systematic, sustained progress for women into leadership in our state.

The Women’s Leadership Development Impact Study is an annual TCI initiative that began in 2018 in Massachusetts. 2021 will be the first year it is done in Florida.
BECOME A SPONSOR WITH US

UNDERWRITING OPPORTUNITIES

BENEFITS OF BEING A SILVER SPONSOR ($10,000)

• Leadership Recognition: Co-Chair
• Co-branding on study communications, report communications, infographics and publicity
• Opportunity to be quoted in thought leadership report
• Full Page Advertisement in thought leadership report
• 10 tickets to the Study Reveal at the TCI Leadership Study Event in First Quarter 2022
• Opportunity to host a Roundtable
• 1 year of corporate membership

BENEFITS OF BEING A BRONZE SPONSOR ($5,000)

• Co-branding on study communications, report communications, infographics and publicity
• Opportunity to be quoted in thought leadership report
• Half page advertisement in thought leadership report
• 5 tickets to the Study Reveal at the TCI Leadership Study Event in First Quarter 2022
• 1 year of corporate membership

TO LEARN MORE

For more information on becoming a partner or sponsor, please contact Jacqui Kiviat, Executive Director, Florida Chapter at The Commonwealth Institute, at jkiviat@commonwealthinstitute.org.

To ensure that your organization receives a copy of the survey, please contact flsurvey@commonwealthinstitute.org.