



## Unique Company Mission and Book Continue to Address the Disconcerting Issues for Women as Reported in the Federal Report: *Women In America*

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Bala Cynwyd, PA – *The Leader's Edge/Leaders By Design* has been committed to addressing the challenges women face in the workplace for over 10 years. Our work is focused on developing executives and high-potential women and men so that they can be the most effective leaders possible. Developing the leadership skills of executive women is a specialty of ours, in fact the foundation of the organization, and despite the many significant advancements women have made over the years there are still important obstacles that women have not yet overcome, as indicated by the federal report released earlier this month entitled, “[Women In America: Indicators of Social and Economic Well-Being](#).” Our company mission and research continue to address the stagnation of women at the high end of corporations, their salaries which are still significantly less than their male peers, and the lack of corporate flexibility in accommodating some of the discreet challenges professional women face in life.

The federal report is described as a “statistical portrait” of how women are faring around the country. Certain categories such as education have shown real progress. For example, young women are now more likely than young men to have a college or graduate degree. Women are now entering the workforce in larger numbers and now, more than ever, a woman’s earnings constitute a growing and necessary contribution to the family income. However, despite gains in education and workforce status, women’s earnings are still way below the earning level of their male counterparts. Furthermore, women, as our research has shown, do not negotiate as effectively for themselves, don’t speak up for the raises and salaries that they deserve and, sadly, employers continue to underpay talented women.

“This report is underscoring some of the issues that women have been facing for the last 20 years, with little change. Even with growing tangible evidence that companies with the highest representation of women on their top management teams outperform companies with the lowest women’s representation, most executive leaders have continued to form primarily male executive leadership teams and have not prioritized women’s advancement as a major issue to be addressed,” shares Molly D. Shepard, Founder, President & CEO, *The Leader's Edge/Leaders By Design*. “In fact, those companies with more women at the top have a 35% higher Return on Equity (ROE) and a 34% higher Total Return to Shareholders (TRS)” (*Catalyst*).

Ms. Shepard has recently published a book addressing several of the issues magnified in the federal report released by the White House. Her book, *Breaking Into the Boys’ Club: 8 Ways for Women to Get Ahead in Business* (M. Evans and Company), deftly exposes the roadblocks that keep women from reaching the top of the corporate ladder—and offers eight powerful strategies to overcome these hurdles and be more successful. This book is a valuable resource for all working women—helping them understand their business culture, work through the challenges, balance work and home life, and get ahead without sacrificing their unique style and identity.



“We are appreciative that President Obama has commissioned a study highlighting such an important issue facing over 50% of the working population,” added Ms. Shepard. “Our greatest hope at *The Leader’s Edge/Leaders By Design* is that in the next decade, male leaders learn to better appreciate and value the unique strengths and aptitudes that women bring to the workplace and form a healthier, more collaborative and productive relationship with their female colleagues.”

**About The Leader's Edge/Leaders By Design**

*The Leader's Edge/Leaders By Design*<sup>™</sup> ([www.the-leaders-edge.com](http://www.the-leaders-edge.com)) is an international leadership development, executive coaching and consulting firm that has partnered with hundreds of executive men and women to enhance and refine their leadership styles. Our talented team of coaches is diverse, with years of experience working in corporate settings. This unique requirement ensures that each of our coaches is positioned to strategically develop the specific initiatives outlined by leaders who work with us. Our vision is to assist high-potential and executive leaders in cultivating their leadership excellence so that they can achieve success in the top tiers of organizations.

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