

Should companies actively recruit women to serve on their boards?

March 2005
Indianapolis Business Journal
Women In Business - Rapid Response

“As an executive, I value and seek diversity of thinking, of background, of perspective in my decision making. I think all executives have a responsibility to seek such diversity in their boards of directors, their management teams, and their employees. Women bring a unique and valued perspective, as do others with distinct experiences and styles. Therefore, yes, companies should explicitly recruit women to their boards as a way to broaden and improve their decision making.”

Liz Georgakopoulos, Executive Director, Networks Financial Institute

“We have two ladies on our board, and I sit on another with five more women. They provide a different viewpoint for us and give us more objective feedback than we often generate ourselves.”
Peter Hansen, president, Tway Co. Inc.

“Only if they want women as customers.”
Margaret Merkle, Consultant, Triledge, Inc.

“No. Only the BEST candidates should be chosen for those seats, male or female. Giving women special consideration is a joke in 2005! Bright, proactive and creative thinkers are what makes a board well rounded and productive. These are the people that need to sit on boards.”
Alan Cerrie, President, Executive Cigar Co.

“I believe that companies should actively recruit women to serve on their boards. First of all, a woman in any given career field knows what it is like to be the underdog. In difficult times, businesses need people who have the survival skills to overcome dips in business cycles. A woman sitting on a board will see challenges from a different perspective and is able to offer solutions that are more creative or have not been considered before.”
Roxanne Butler, Investor Relations Specialist, ATA

“Yes, however they must be prepared to listen to the perspective of the women on the board. It is easy to recruit women just to be able to tout that you have a diverse board. It is more difficult to listen and understand the perspective the women may bring to your board. The boards will need to be effective in collaborating across the board to keep the women actively engaged in board activities.”
Margie Thomas, President/CEO, M.A.T. Consulting, Inc.

“I believe women should be actively recruited to sit on company boards. Women do a great job of networking and knowing where and how to find new business. Women pay attention to details and could be an asset to these companies. My business is 19 years old and I have not been asked yet to serve on a Board of Directors.”
Barbara Grothe, Owner, Telecom Resources

“Absolutely. Women offer unique perspectives that come from varied experiences. Any board should encourage more women and people of color to be at the decision-making table. The bottom line is that good governance contributes to strong

organizational performance. A board that can address diverse issues with diverse thinking has a competitive edge.”

Tysha Hardy-Sellers, Chief Executive Officer, Infinite Incorporated

“Yes, as long as they are qualified to advise the company on direction and bring a valuable perspective not already present on the board.”
Alisa Wright, President, BioConvergence LLC

“Yes! Studies have shown that a balanced and diverse management team increases the productivity of a company.”
LeeAnne Nash, Owner, LP Racing, Inc.

“Business isn't just about the bottom line. Successful and viable businesses are relational. Diversifying a board can incite more creative solutions. A board should always reflect its constituency and serve them.”
Elizabeth T. Warren, Partnership Coordinator, The Oaks Academy

“Yes. It has been statistically shown that companies that contain female memberships consistently have higher corporate sales. In 1999, women only held 11% of those seats. In 2002, that number had only grow to 12.4%. It is estimated that by 2027, we will finally reach 25%. With over 50% of the population being women, it begs the question, what is holding them back.”
Stacey Smith, President, Prairie Quest, Inc

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“Companies should actively recruit competent men of color and women for their boards in order to reflect their customer base and society at large. Groups too often have a tendency to seek only ‘like’ members; it's far more beneficial to have a diverse group in order to bring a variety of experiences and perspectives to bear on any problem.”
Cairril Mills, Principal, Cairril.com Design & Marketing

“Yes! Women bring a different perspective to the table than men do. Women tend to be more creative in their approach to ‘thinking outside the box.’ Their ideas are sometimes riskier, but their progressive approach to new methods is refreshing and necessary in today's business world. All companies can benefit from their candor and experience, and women should definitely be considered for more board vacancies.”
Diane Allen, Student Employment Rep, Ball State University

“YES! It has always been known that women multi-task a great deal better than most men. We have always had to work a little harder than men to be recognized in any field. I think it would be great if there were a law that said there should be equal men and women on any board.”
Peggy Mayfield, Sales Manager, Holiday Inn Express