



 **gender** AND  
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 and 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 the 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?

## OUR MANDATE:

The Institute for Gender and the Economy (GATE) 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, videos, workshops, etc. to support change.

### Training Current + Future Leaders:

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



## Sarah Kaplan

The Institute for Gender and 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

Power Circle members are a select group of individuals who are front-runners in creating, leading, and managing change.

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

- changing the conversation around gender and the economy;
- co-creating a world-leading hub to advance our understanding of problems related to gender and the economy; and
- collaborating on actionable solutions to gender-based challenges.

All Power Circle members will be acknowledged in GATE's annual report, various multimedia communications, and on our website. Members are also invited to join our online communities through Twitter and LinkedIn where they will receive direct social feeds of cutting edge research and notable news on gender and the economy, as well as invitations to public lectures and discussions.

Members who generously provide gifts over \$25,000 are admitted into the Power Circle. Donations in lower dollar or in-kind amounts are also welcome and will be acknowledged as supporters of the Institute.

## THE POWER CIRCLE MEMBER EXPERIENCE

### Member Charter

Power Circle members will have an opportunity to meet with the faculty leadership and program team, spending 1-2 hours evaluating and discussing the member's impact aspirations. The outcome of this meeting is a membership charter which outlines opportunities to collaborate.

### Annual conference

Power Circle members will be invited to attend the Institute for Gender and the Economy's annual conference, alongside notable senior executives, business leaders and policy makers. The first annual conference occurred in the fall of 2018. [Find out more here.](#)

### Lecture series

Power Circle members will have the opportunity to attend and receive preferential seating at up to 10 public lectures at the Rotman School of Management featuring leading thinkers active in the gender and the economy space.

### Workshops

Power Circle members will gain admission to semi-annual workshops that involve reviewing and discussing new findings on critical issues relating to gender and the economy. These workshops will provide members with direct access to a roundtable of global thought leaders and academics.

### Mentorship program

Based on each individual Power Circle charter, members may have the opportunity to be a guest speaker in a class, present a business challenge to an MBA project team to solve through design thinking and other methodologies or serve as a mentor to MBA or undergraduate students.

At their discretion, Power Circle members will also have the opportunity to produce a "stories of impact" video blog.

## JOIN THE CONVERSATION

Follow us on Twitter [@GenderEconomy](#)

Find us on LinkedIn as [Institute for Gender and the Economy](#)

Join our newsletter via [www.gendereconomy.org](#)

Come to our events via [www.gendereconomy.org/events](#)

Email us directly at [gendereconomy@rotman.utoronto.ca](#)

