About WCD

WCD Challenges Every Leader to Actively Help Bring More Women onto Corporate Boards, and to Build Diverse Boards that are Multi-Gender, Multi-Skilled, Multi-National, Multi-Ethnic, and Multi-Generational.

Build the Pipeline Through Advocacy and Mentorship
Each Board Director and corporate leader should help identify senior women in their companies and help them gain the visibility and responsibility necessary to become a Board Director: Identify, Coach, Promote, Advocate

Assure Every Director Slate Includes at Least One Woman
Board Nominating Committees, Executive Search firms, SuccessionPlanners and Boards themselves must commit to including at least one woman on every slate. We can learn from the NFL’s highly effective "Rooney’s Rule," which assures an African-American coach is considered in each coach search.

Declare Board Diversity a Necessary Component of Good Governance
Regulatory agencies, stock exchanges, and governance communities around the world should encourage nominating committees to secure diverse directors and to explain their Board selection process in their proxies.

Turn CEOs into Champions and Change Agents
Engage the men and women who run companies to champion and promote the business case for women on boards and in senior positions.

Expand the Pool
Even while developing clear and consistent methodologies for evaluating the potential of board and executive candidates, companies should look beyond sitting or retired CEOs for Directors. Executives with expertise in global branding, supply chain, strategic talent, risk, IT, and manufacturing in China or India can make excellent Directors.

Provide Specific Board Training
Encourage qualified women to participate in Board training programs, and then move through the pipeline of Advisory Board service to Director positions.