Objectives And Methodology
Objectives

- Given the catalyst of a new, incoming CEO it was deemed important to take a baseline survey of WomenCorporateDirectors Members and ask their opinion on a variety of topics related to their membership:
  - Value of membership – most valuable, least valuable, ways to increase value
  - Ratings of specific member benefits
  - Likelihood to recommend membership to others
  - Attendance at local chapter meetings and WCD Institute, awareness/usage of sponsored thought leadership
  - Awareness/perception of WCD brand
  - Social media and communications preferences, usage/feedback on website

- Member profile details were gathered i.e. chapter affiliation, length of membership, number of boards served, etc.

Methodology

- Web-based survey of WCD Members conducted in February 2018
- Number of total respondents: 328
  - Many (70%) are from chapters in the U.S., but regional differences are noted throughout
  - More than half (52%) serve on 1-2 boards
  - Another 3 out of 10 (30%) serve on 3-4 boards
Q. Please indicate your Chapter affiliation: [BY REGION]

- U.S. (n = 231)  70%
- Europe (n = 32)  10%
- Latin America (n = 29)  9%
- ASPAC (n = 22)  7%
- Middle East and Africa (n = 7*)  2%
- Canada (n = 7*)  2%
- Middle East and Africa (n = 7*)  2%

*Small base size. Findings directional only
Executive Summary
Executive Summary

- WCD is viewed as a valuable organization and is seen as an advocate for women in leadership
- Latin America and ASPAC respondents are most likely to recommend WCD to other female board members
- Most valuable benefits provided by membership are networking and chapter events
- Most important additions to member offerings would include board committee roundtables and networking events that involve male directors
  - Least important offerings would be resume writing services or in-boardroom training sessions
- Across regions, a significant majority to almost all are likely to renew membership in 2019
Executive Summary

• Schedule of meetings not being in line with respondent availability is the top reason that respondents are not able to attend local chapter meetings in person
  
  - Same for attendance at WCD institutes – schedule not in line with availability
  
  - Among those who did attend, they attended an Institute in their home region

• Quality of programming and value of networking at WCD Institutes is seen as mixed across regions

• Respondents in Europe and ASPAC more likely to read WCD original thought leadership
  
  • Lack of awareness overall is the biggest reason respondents don’t read WCD thought leadership

• Most respondents use social media
  
  • Almost all prefer LinkedIn over Facebook or Twitter
Key Findings
Key Findings

- A significant majority of respondent members in Latin America find their WCD membership valuable (69%), the highest amongst all regions
  - Canada is higher (71%) but directional only due to small respondent base size

- Networking (77%) and Chapter Events (67%) are seen as most valuable benefits provided by WCD membership; same across regions
  - In Europe, thought leadership (58%) is seen as slightly more valuable than chapter events (56%)

- Latin America has the highest rating for finding WCD membership valuable
- Most valuable benefits provided by WCD membership are networking and chapter events
- In Europe, thought leadership is seen as more valuable than chapter events
Key Findings

• Board committee roundtables (72%) and networking events that involve male directors (68%) are seen as most important additions to member offerings
  - Resume writing services (24%) and in-boardroom training sessions (35%) seen as least important to add as member offerings

• Most important additions to member offerings include board committee roundtables and networking events that involve male directors

• Least important offerings are resume writing services and in-boardroom training sessions
• **Regional Analysis: Importance of Benefits**

  - In Europe, industry (65%) and lead director roundtables (61%), and technology forums (58%), are more important than networking events with male directors (55%)
  
  - In Latin America, industry (79%) and CEO roundtables (76%), and technology forums (72%) are important
    
    - In-boardroom training sessions (66%) are seen as more important in Latin America than in other regions
  
  - In ASPAC, CEO (77%) and industry (73%) roundtables would be the most important addition to member offerings, more so than networking events with male directors;
    
    - In-boardroom training sessions (68%) are also an important member offering for this region
  
  - For Canada, membership segment forums – such as S&P 500, Middle Market, Family Business, etc. – would be an important addition to member offerings (71%)

    - This is a directional finding due to small response base size for Canada overall (n7)
  
  - For the Middle East and Africa, while directional only due to small base size, almost all suggestions for additional member offerings would be welcome

    - Perhaps an indication of a greater need and hunger for resources in this region

• **Most important additions to member offerings are slightly different per region**
Key Findings

- Across regions, a significant majority to almost all are likely to renew membership in 2019
  - Total: 71%; U.S.: 66%; Europe: 66%; Latin America: 97%; ASPAC: 95%; Canada: 100%; Middle East and Africa: 71%

- Latin America (83%) and ASPAC (73%) respondents are more likely to recommend WCD to other female board members than are U.S. respondents (56%)

- All Canadian respondents are likely to renew membership in 2019, followed by Latin American and ASPAC

- Latin America and ASPAC respondents are most likely to recommend WCD to other female board members, more likely than U.S.
Key Findings

- Across regions, a significant majority attended local chapter meetings in person
  - Total: 77%; U.S.: 79%; Europe: 72%; Latin America: 79%; ASPAC: 64%; Canada: 86%; Middle East and Africa: 57%

- Primary reason for not attending a local chapter meeting in person was that the schedule of meetings did not meet respondents’ availability
  - Total: 65%; U.S.: 75%; Europe: 44%; Latin America: 33%; ASPAC: 50%; Canada: 100%; Middle East and Africa: 67%

- Respondents from almost all the regions attended local chapter meetings in person with Canada tops the list

- Primary reason for lack of in person attendance at local chapter meeting is schedule did not align with availability
Key Findings

- Across regions, a significant majority to most did not attend a WCD Institute
  - Primary reason for not attending a WCD Institute was that the schedule did not meet availability
    - Total: 62%; U.S.: 58%; Europe: 72%; Latin America: 65%; ASPAC: 79%; Canada: 100%; Middle East and Africa: 50%

- Among those who did attend, most to almost all attended a WCD Institute in their home region

- A significant majority to most did not attend a WCD Institute
- Among those who did attend, most to almost all attended a WCD Institute in their home region
Key Findings

- Quality of programming/value of networking is seen as mixed across regions

- Respondents in Europe (65%) and ASPAC (59%) more likely to read WCD’s original thought leadership; less so in other regions
  - Lack of awareness overall (77%) is the biggest reason respondents don’t read original WCD thought leadership

- Quality of programming and value of networking mixed across regions
- Respondents read WCD Thought Leadership more often in Europe and ASPAC
- Lack of awareness is most often cited as reason for not reading WCD thought leadership
• Most agree that WCD is viewed as an advocate for women in leadership (84%), less so as a leader in board/governance education (42%)

• Most (83%) use social media
  - 43% of Canadian respondents do not
  - Among those who do, almost all prefer LinkedIn (94%) over Facebook (71%) or Twitter (44%)

• WCD is viewed as an advocate for women in leadership
• LinkedIn tops the list of social media for all regions
Key Findings

- WCD website visits/use is mixed
  - Among those who have visited the new website, their personal profile page (74%) was most visited
  - For ASPAC respondents it was the member’s only page (77%)

- A significant majority (68%) believe WCD keeps them up to date on important organizational initiatives, including events and board opportunities