

Five Actions You Can Take to Amplify 30% Club Canada



1

Highlight your status as a member/Advisory Committee member/Investor Group member

- On your bio, resume, LinkedIn profile and other social media profiles
- In media interviews, event speaking opportunities, opinion editorials, business articles, and speeches

“We are a 30% Club Canada member because....”

“We are part of the Investor Group because....”

“I sit on the 30% Club Canada Advisory Committee because....”

“Through our work with 30% Club Canada, we are committed to building an inclusive workplace that supports and aspires to have gender balanced leadership in our C-Suite and board seats.”

2

Speaking Opportunities

- Recommend 30% Club Canada and the Alliance for speaking opportunities at events that your company sponsors and have collateral materials onsite
- Amplify our messages at events by speaking about the 30% Club Canada and the Alliance

3

Amplify 30% Club on Social Media

- Give us a photo and a quote to share on our social channels
- Connect us with your Social Media team and encourage them to follow and share 30% Club Canada content
- Comment, retweet, and share 30% Club Canada posts to your network

“We’re a 30% Club member because....”

“As a champion of change in 2019, I will commit to....”

“We’ve leveraged the Directors’ Playbook/CEO Blueprint to....”

4

Use the 30% Club logo

- On your company website, sustainability reports, proxy circulars and at AGM’s
- Download the 30% Club logo [here](#). Additional logos (i.e. French) available on Resources Section of website

5

Leverage the Alliance toolkits

- [Directors’ Playbook](#)
- [CEO Blueprint](#)

30% Club Canada

- Recognizing Canada's distinct corporate governance framework, the aim of the [30% Club Canada](#) is to include both board Chairs and CEOs to achieve better gender balance at board level, as well at senior management levels.
- We do not believe mandatory quotas are the right approach. Instead, we are building a strong foundation of business leaders who are committed to meaningful, sustainable gender balance in business leadership.
- Our name comes from an aspirational goal that we believe can be achieved in Canada through focused efforts by the business community.
- As in all business ventures, 'what gets measured gets managed' – a numeric goal provides real impetus for change, and our goal is for 30% of board seats and C-Suites to be held by women by 2022.
- With over 200 members and growing, the 30% Club Canada:
 - Enlists support from corporations listed on the S&P/TSX
 - Has no membership fees
 - Has no quotas
 - Allows you to signal your commitment as an industry leader to gender balanced leadership
- Promoting Gender Diversity at the Leadership Level is a Business Imperative, not an HR Issue. A global McKinsey study found that if gender parity existed across all countries, it would add up to \$28 trillion (26%) to annual global GDP in 2025, compared to current state. Organizations with greater gender balance in leadership positions are tied to stronger financial performance, improved collaboration and innovation, better client relationships, and higher employee satisfaction.
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- But there is still much to be done
- Men lead 95% of the world's organizations and therefore have the power to make change. The lack of gender-balanced leadership is not a women's issue; gender parity is a business imperative. The question is not about 'if' or 'why' gender balance is important; it's so much more about how we make it real.
- Many men are already stepping up as allies and champions and the 30% Club Canada will be working with Women of Influence this year to highlight and profile the efforts of men advocates in the [Champions of Change series](#).

Investor Group and Investor Statement of Intent

- There is an evolving and accelerating interest of institutional investors in increasing the gender diversity of boards
- The 30% Club Canadian Investor Group's [Statement of Intent](#) is a commitment by 16 of Canada's largest institutional investors managing a combined \$2.1 trillion in net assets, calling for 30% women on boards and executive management teams of S&P/TSX composite index by 2022.
- **note: additional companies have signed on since the launch*
- The statement outlines how they will use their collective voice to engage and influence investors, including, but not limited to, exploring and influencing the process boards use to identify suitable candidates for board and senior management roles. The investor group has also indicated that voting against members of the board is also an option when diversity expectations fall short.
- It is a commitment addressing the important role investors play in exercising their ownership rights to move the dial on gender balance.

The Canadian Gender and Good Governance Alliance – “The Alliance”

- [The Canadian Gender and Good Governance Alliance – the ‘Alliance’](#), convened by the 30% Club Canada, is an unprecedented partnership of the leading not-for-profit organizations focused on research, advocacy and education in the areas of governance and gender diversity. Includes:
 - 30% Club Canada
 - Catalyst Canada
 - Women in Capital Markets
 - Institute of Corporate Directors
 - Business Council of Canada
 - Governance Professionals of Canada
 - Canadian Coalition for Good Governance
 - Clarkson Centre for Business Ethics and Board Effectiveness
- The Alliance aims to amplify and coordinate efforts to increase parity on boards and in exec positions, and contribute to public policy as an advisor for the government and regulators.
- In 2017, they released the “[Directors’ Playbook](#)”, a how-to guide to fostering best-in-class board diversity. The toolkit includes perspectives, guidance and/or templates for:
 - Formalizing Board Evaluation Processes
 - Instituting Term and Age Limits
 - Customizing and Using Board Competency Matrices
 - Developing and Complying with a Gender Diversity Policy
 - Strategies for Board Member Recruitment
- In 2018, they released the “[CEO Blueprint](#)”, a step-by step guide on the components of building a vision, structuring and mobilizing management teams and focusing on gender diversity initiatives that actually work.