



The WICT  
**Network**

Empowering Women  
in Media, Entertainment and Technology

## **THE CASE FOR BALANCED LEADERSHIP AND INCLUSIVE WORKPLACES**

### **About The WICT Network**

With nearly 10,000 members across 24 domestic and international chapters, The WICT Network is the premier organization serving professionals in media, entertainment, and technology. For 45 years, we have championed leadership development and career advancement by offering best-in-class training, mentorship, and educational programs. Today, we support companies and individuals in fostering workplace cultures that are inclusive, collaborative, and innovative.

Why Inclusion, Balance, and Equity Matter:

### **Performance and Profitability**

- Organizations that embrace diversity in leadership—across gender, race, and background—outperform their peers financially. Companies in the top quartile for diverse leadership are 39% more likely to financially outperform those in the bottom quartile.  
– *McKinsey & Company, “Diversity Matters Even More” (2023)*
- Diverse companies show 2.5x higher cash flow per employee, and inclusive teams are more agile and better equipped to serve diverse markets.  
– *Deloitte Insights (2023); LinkedIn Talent Solutions*
- Inclusive workplaces also see a higher return on innovation: companies with diverse leadership generate 19% more innovation revenue.  
– *Boston Consulting Group*

### **Innovation and Problem-Solving**

- Teams that bring together a broad mix of perspectives—be it gender, culture, age, or background—consistently outperform homogeneous teams in creativity and decision-making. Inclusive teams make better decisions up to 87% of the time.  
– *Cloverpop Decision-Making Research*
- Companies with diverse leadership show stronger collaboration, increased adaptability, and faster problem resolution.  
– *Harvard Business Review*

### **Recruitment and Retention**

- Workplace culture matters: 76% of job seekers and employees say diversity is a key factor when evaluating companies and job offers.  
– *Glassdoor Diversity Hiring Survey (2023)*
- Companies with inclusive cultures enjoy a 22% lower turnover rate and higher employee satisfaction across the board.  
– *Gallup*
- Moreover, the talent pipeline continues to shift: individuals from historically underrepresented groups now earn a growing share of college and postgraduate degrees, highlighting a need for workplaces to reflect the evolving workforce.  
– *National Center for Education Statistics (2023)*

### **A Future-Focused Partner**

The WICT Network remains committed to fostering resilient, high-performing workplaces where a broad spectrum of professionals can thrive. We believe inclusive leadership is not a trend—it’s a strategic advantage.

**The WICT Network – Advancing Leaders. Accelerating Innovation. Building Inclusive Workplaces.**

Visit us at [wict.org](https://wict.org)