

The Diversity Disconnect

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HOW WE SEE COLORS

WOMEN



MEN



- SCARLET ● } RED
- DARK RED ● } RED
- WINE RED ● } RED
- PLUM ● } VIOLET
- EGGPLANT ● } VIOLET
- GRAPE ● } VIOLET
- PURPLE ● } VIOLET
- LAVENDER ● } VIOLET
- CARNATION ● } PINK
- STRAWBERRY ● } PINK
- FUCHSIA ● } PINK
- SALMON ● } PINK
- ORANGE ● } ORANGE
- MELON ● } ORANGE
- YELLOW ● } YELLOW
- LEMON ● } YELLOW
- LIME ● } GREEN
- FRESH GRASS ● } GREEN
- GREEN ● } GREEN
- DARK GREEN ● } GREEN
- MOSS ● } GREEN
- GREEN-YELLOW ● } GREEN
- SEA GREEN ● } BLUE
- BLUE-GREEN ● } BLUE
- SKY BLUE ● } BLUE
- TURQUOISE ● } BLUE

GOING TO A HAIRDRESSER

MEN

BEFORE



AFTER



COST: 50\$

WOMEN

BEFORE



AFTER



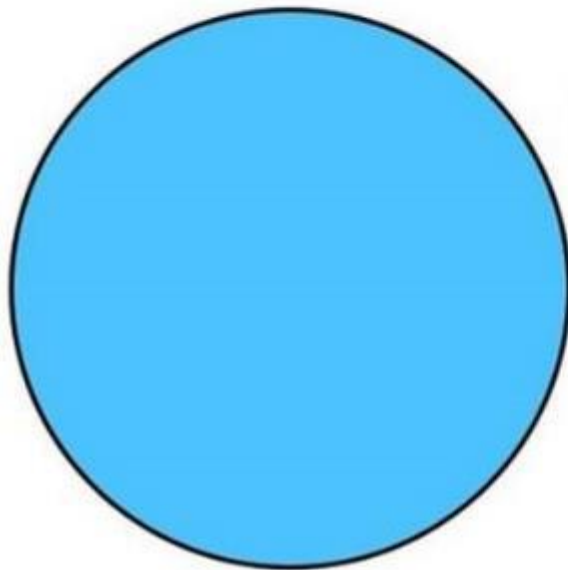
COST: 500\$

HOW WOMEN PICK A SHAMPOO



- EFFECTIVENESS
- BRAND
- AROMA
- EFFECT ON HAIR
- INGREDIENTS
- BOTTLE'S COLOR
- QUALITY
- DESIGN
- FRIEND'S ADVICE
- INTERNET REVIEW
- AMOUNT
- POPULARITY

HOW MEN PICK A SHAMPOO



- I THINK IT HAD 'SHAMPOO' WRITTEN ON THE LABEL, NOT SURE THOUGH...

DRESS

WOMEN



I'VE GOT NOTHING
TO WEAR... AGAIN!

MEN



WELL, THAT'LL DO
ME FOR A WEEK!

Gender Diversity on the Board

- ▶ Men and women are different from each other, and they **see things differently**
- ▶ We should be beyond debating whether **having women on boards is a good thing**. These are the arguments:

Diversity of
Ideas

Better Reflects
Customer Base

Improved
Business
Performance?

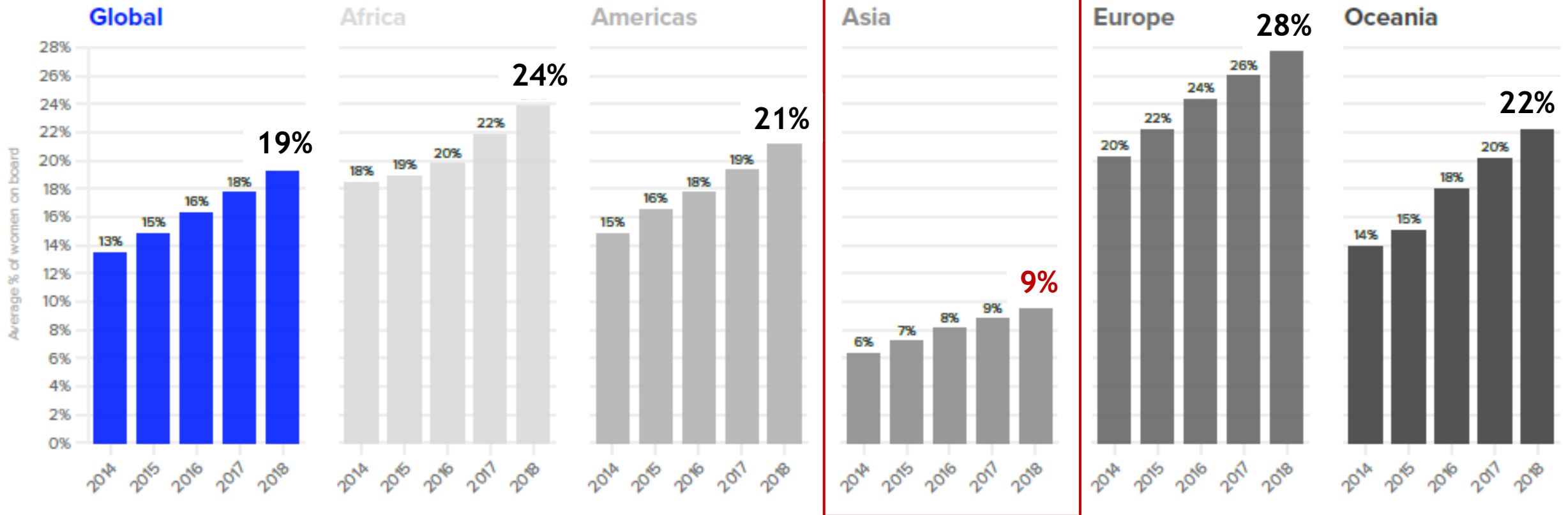
An Governance Issue

and more...

Asia is Lagging Behind...

Gender Diversity on The Board

Regional breakdown



Source: Refinitiv ESG Data

Where do the Leaders Lie?

In 3,722 companies with ESG data available between 2014 and 2018, and sort by percentage change in Board Gender Diversity values over the last five years to analyze the 2019 financial performance.

