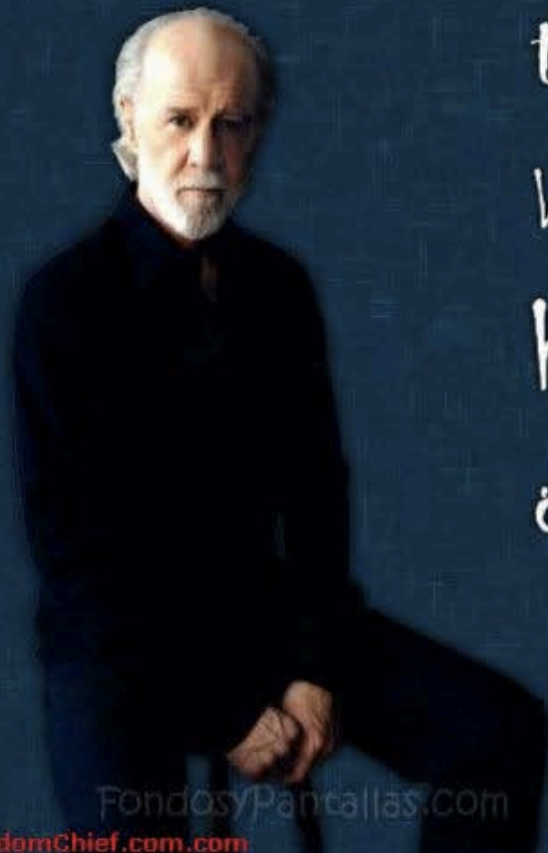




Feminine Economics  
The RESULTS Group March 2015  
Melissa Clark-Reynolds

“Some people see things  
that are and ask, Why?  
Some people dream of things  
that never were and ask,  
Why not? Some people  
have to go to work and  
don't have time for all that.”

George Carlin



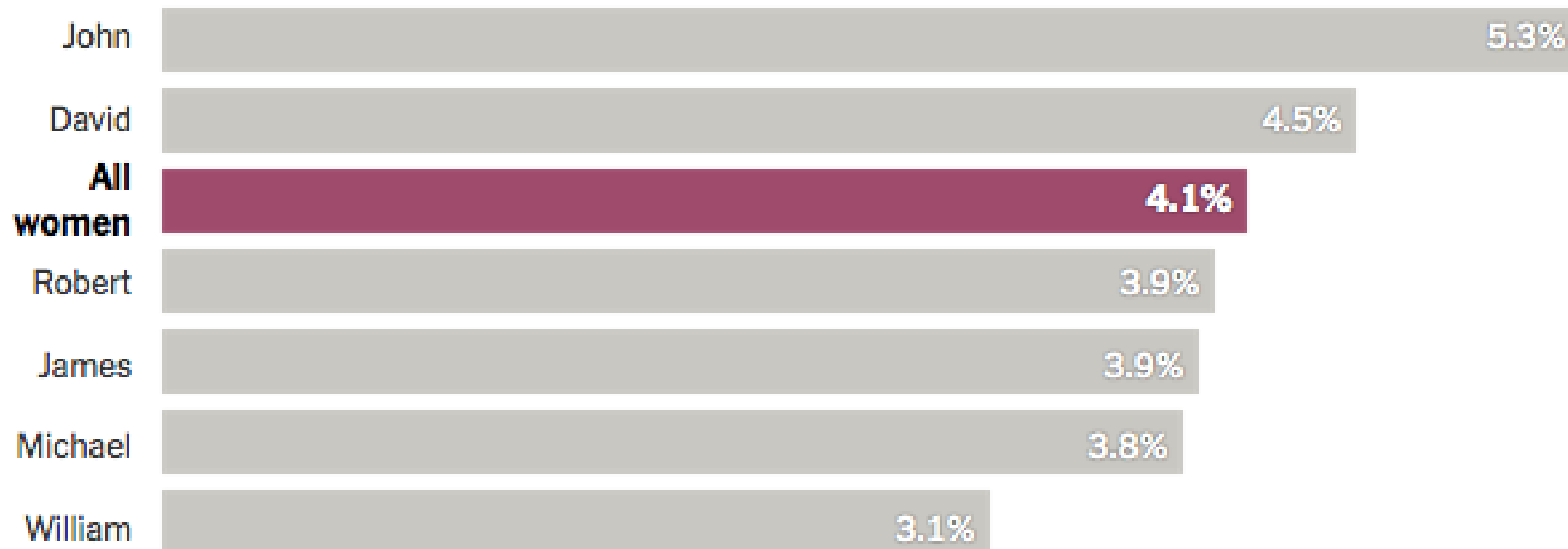
# Why Listen to Me?

- Free to Choose
- Make a Difference



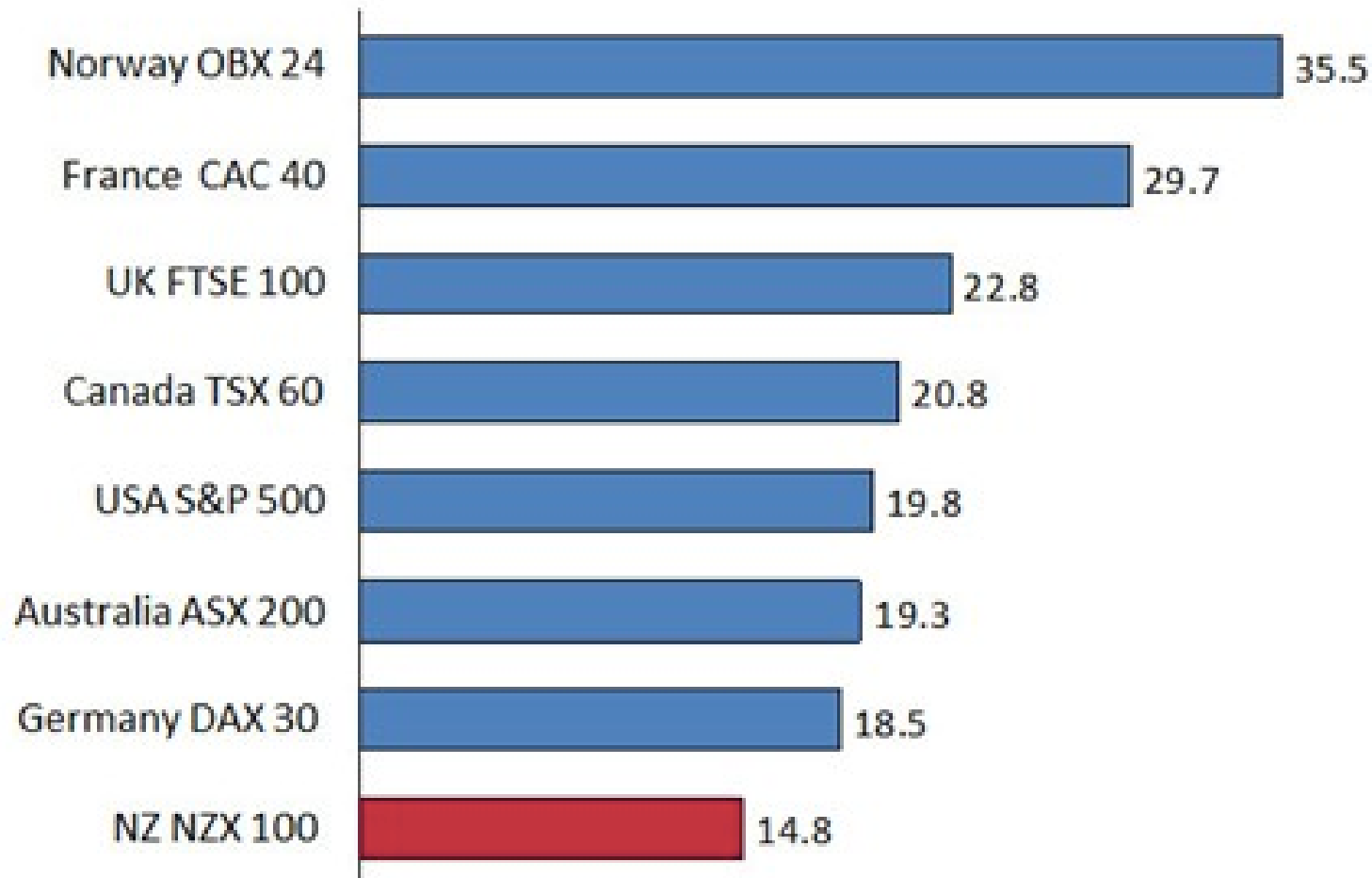
# US CEOs 2014

Share of C.E.O.s of S.&P. 1500 companies by C.E.O. name

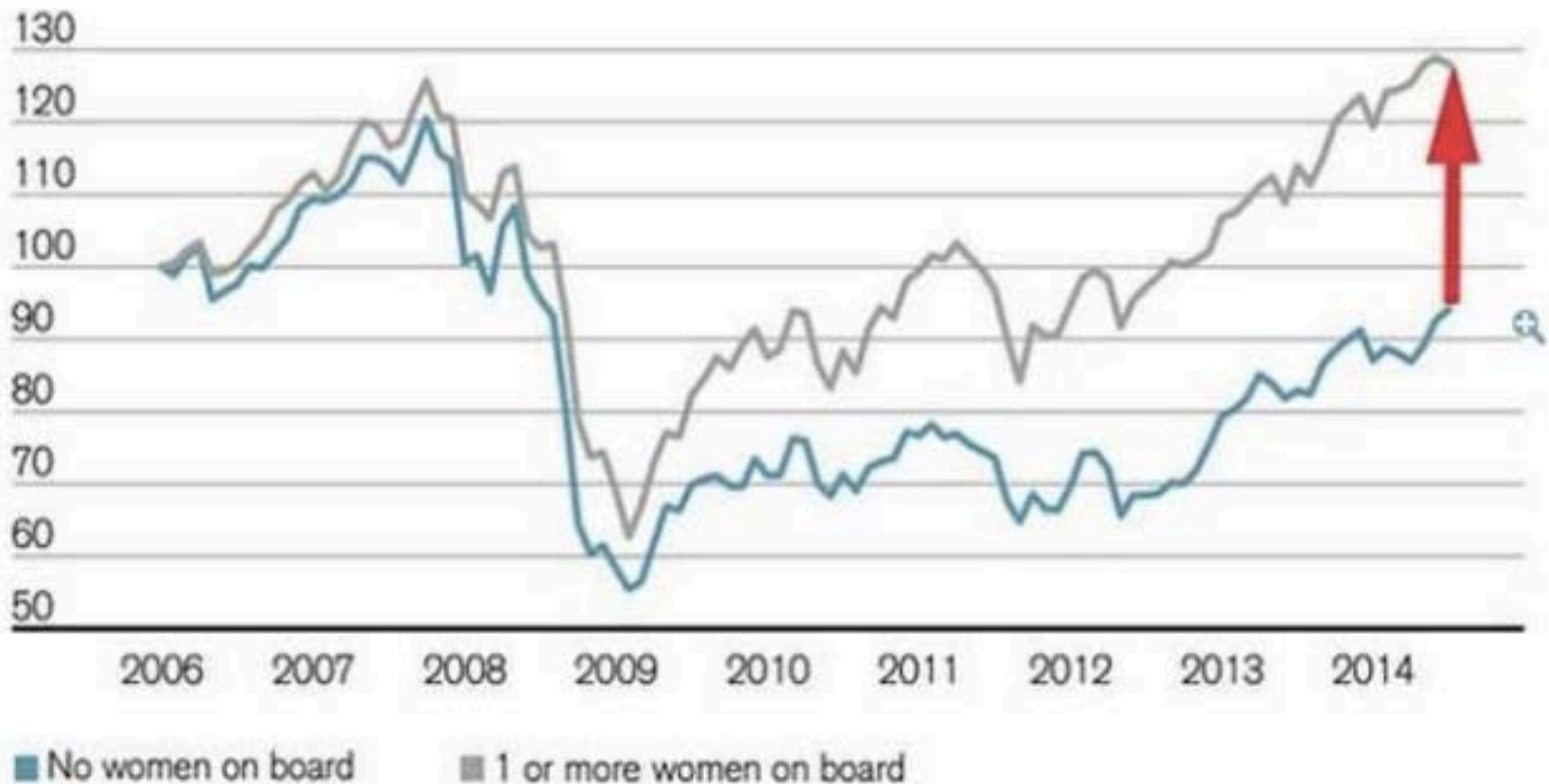


# Directors 2013/14

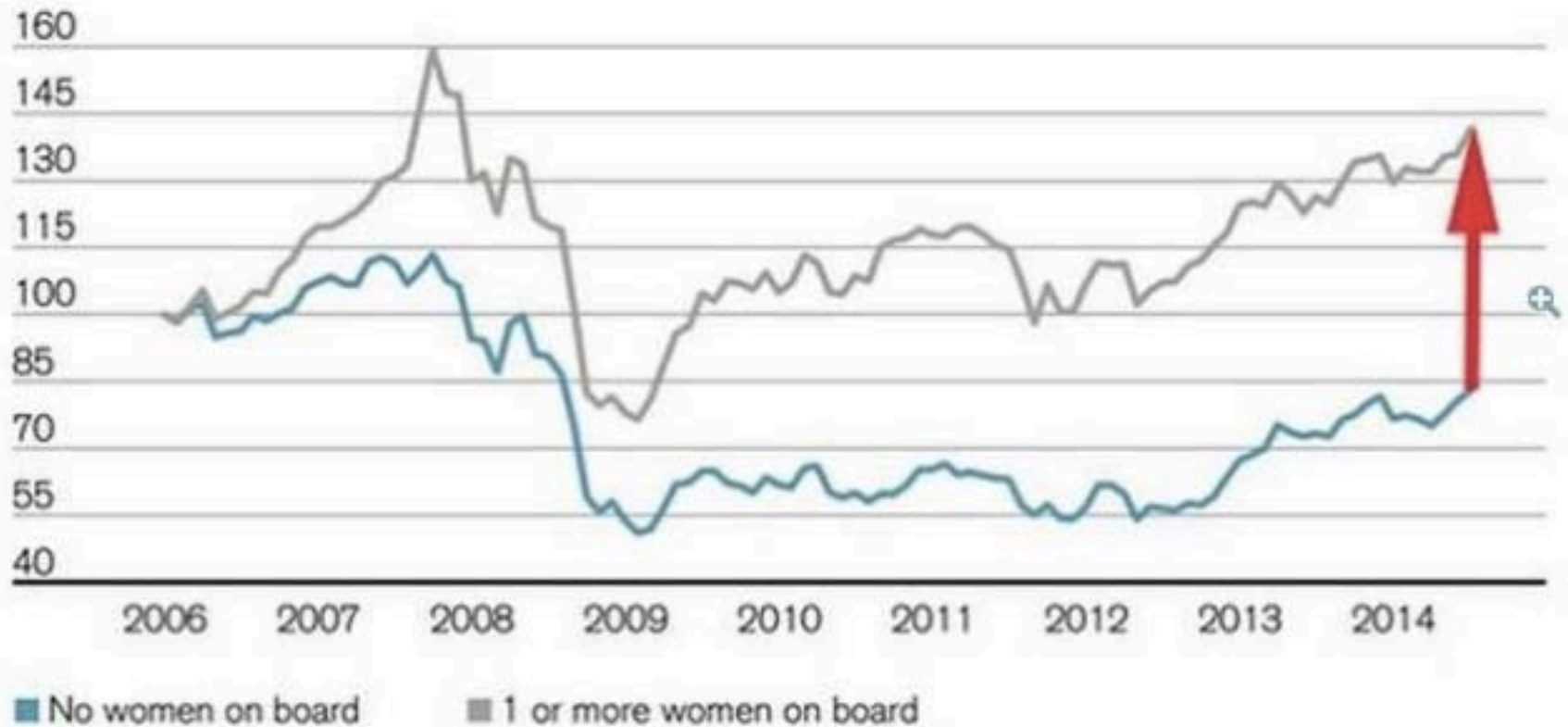
## % Directorships of main Stock Exchanges held by women



# Global companies >\$10bn Up 26%



APAC >\$10bn Up 55%

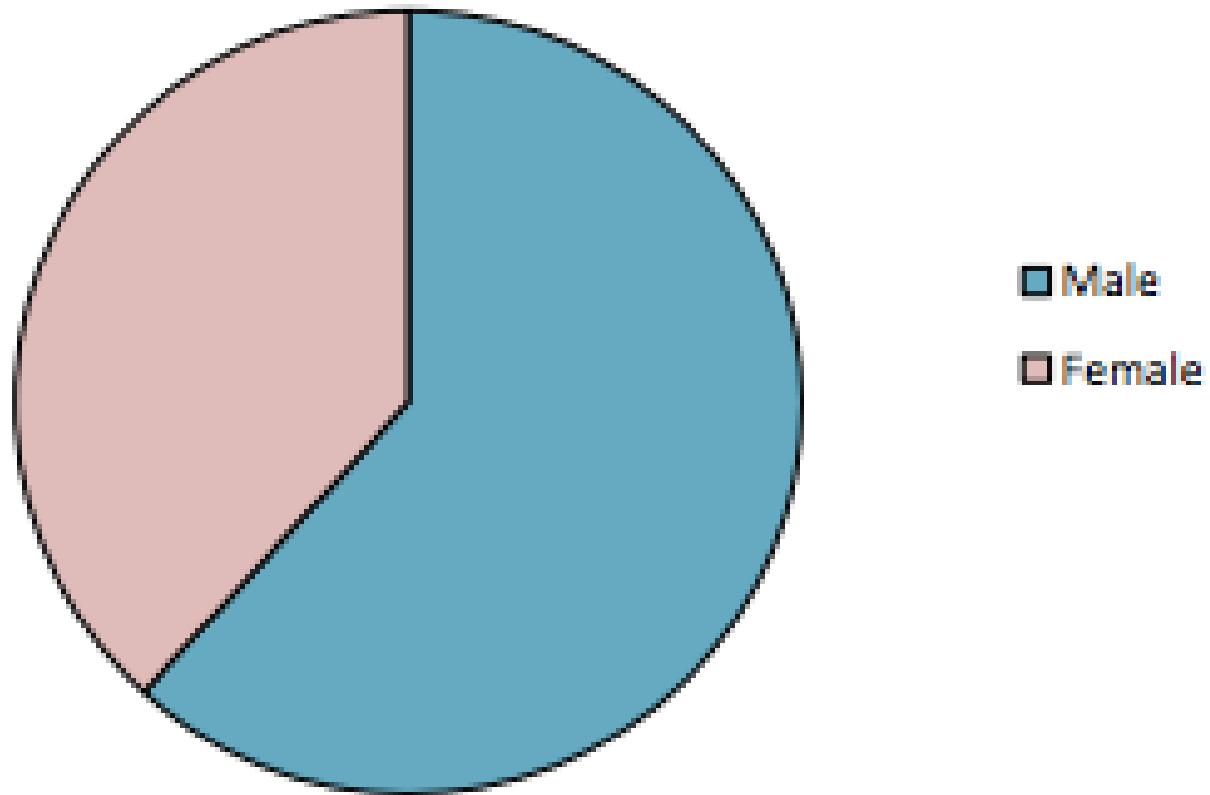


Credit Suisse

81.2%

# NZ stats 2013/14

**Figure 28. Bankruptcy - Gender**





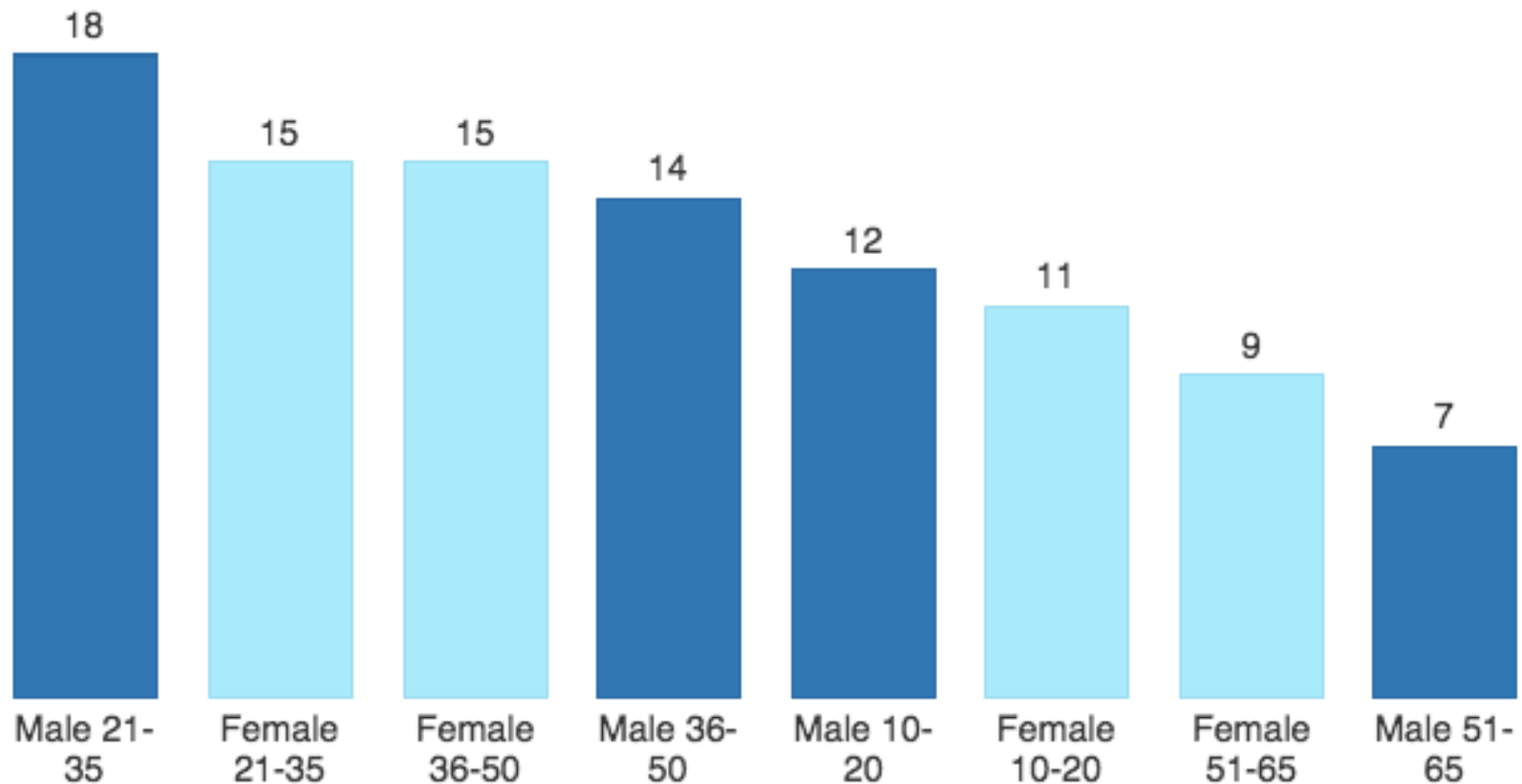
## 6.3% NZ Rich List



# 52% of Gamers are women



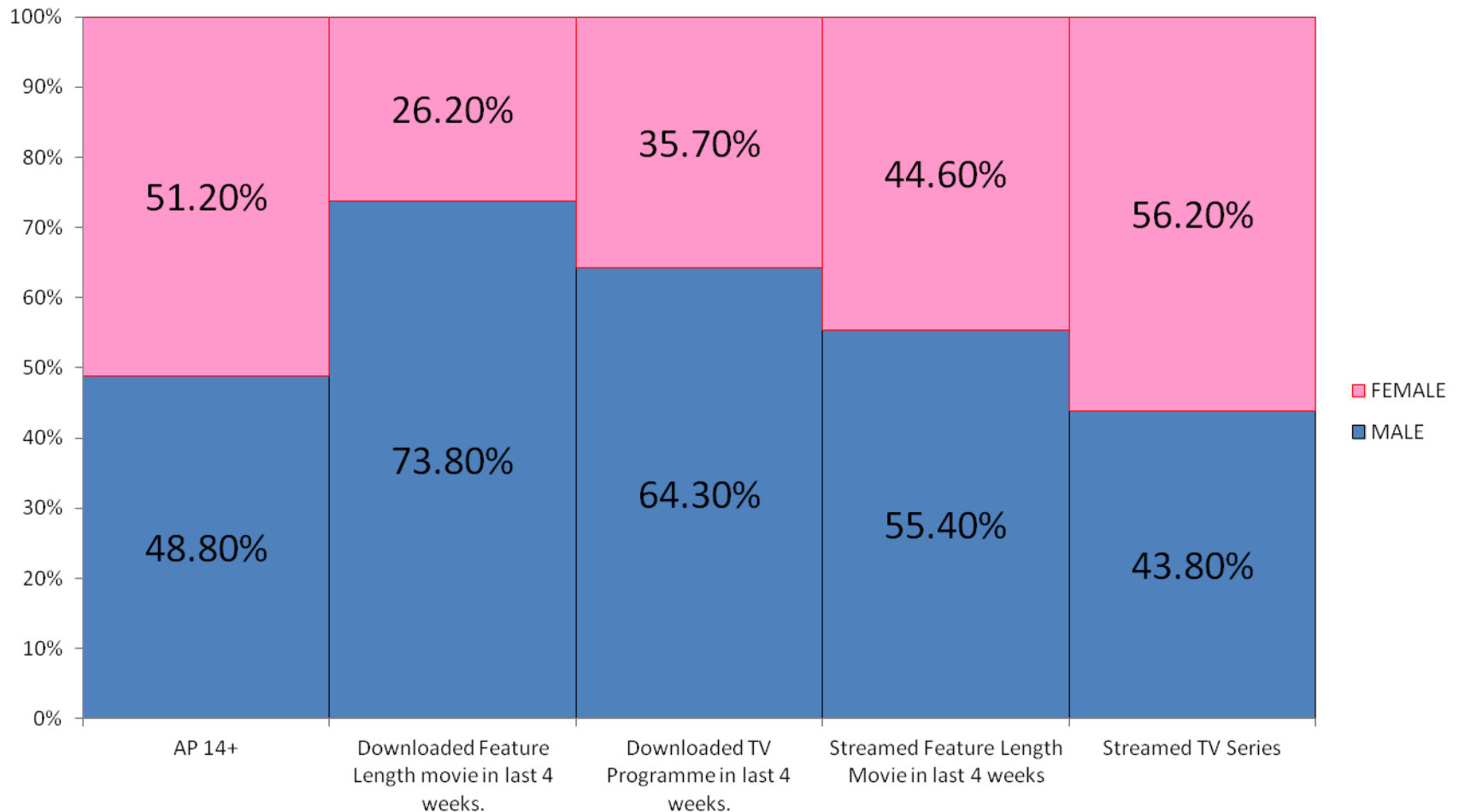
# % Gamers (2014)



Source: Newzoo

The Washington Post

## GENDER OF PEOPLE WHO HAVE DOWNLOADED/STREAMED FEATURE LENGTH MOVIE/TV PROGRAMME IN LAST 4 WEEKS



Males are more likely than females to download movies and TV programmes, where as females are happy to just stream.

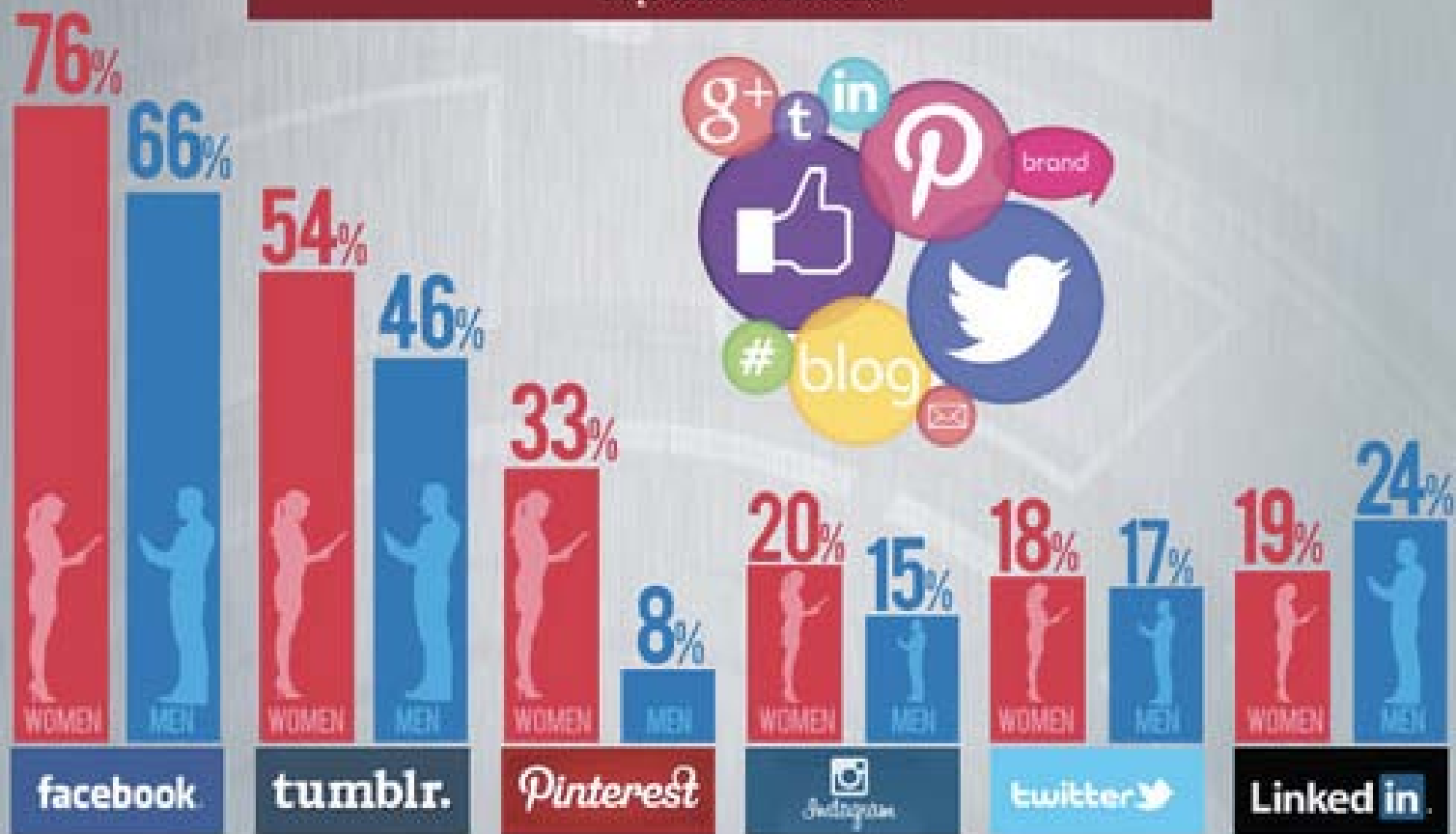
# Blockbuster to close remaining stores



Blockbuster originally went bust in January 2013

# 1 More Women Use the Top Social Media

Percentage of US Online Adults Using the Top Social Media :



# 5 Women Lead the Trend towards Social Media Use via Mobile

Women Use Smartphones and Tablets More Often for Social Media :



# Women 85% of wallet

- 91% of New Homes
- 66% Computers (91% personal electronics)
- 92% Vacations
- 80% Healthcare
- 89% Bank Accounts
- 93% Food
- 93 % OTC Pharmaceuticals
- 58% of Total Online Spending



MAKE MORE \$\$



- 90% of creative directors at the top 100 advertising agencies are men

# Resolutionary

The new iPad



Watch the new iPad video



Watch the new iPhone TV ad



OS X Mountain Lion  
Coming this summer. Get a sneak peek.



- Women spent 80% of all sport apparel dollars
- 60% of all money spent on men's clothing

# Under Armour #I Will







# Silverado a woman and her horse (Chevrolet)







# The Digital Natives are Coming





# What do Women Want?

- Mobile FIRST
- Global customers
- More with less
- Ethically Sourced and Produced
- Learning Organisations
- Authentic Conversations
- Transparency
  - Analytics
  - Data
  - Evidence based



# NZ

- 20% of Senior Execs
- 14% of Boards
- 32% have **no** women at C level

Constrains our Economic Growth!



# Top Tips for Women

- Risk vs Reward
- Sit at the Table
- Confidence vs Competence
- Learn the numbers
- Owning our own successes

# Tips for Men

- Not having women
  - **Shows** that you are selecting based on gender, not talent, ability or hard work.
  - **Means** you are missing out on good thinking
  - **Means** you are not reflecting your customers
  - **Means** you are working too hard
  - **Means** you earn less



“Have some fun, do good work, with great people, learning every day”







**Thank you!**  
**[mclarkr@gmail.com](mailto:mclarkr@gmail.com)**