

STOCKVU NEWSLETTER

VOLUME 1/ISSUE 6

TEAM UPDATE

COLLABORATION & DEVELOPMENT

This week, associate Allison is formatting our staff photos and biographies to eventually place them onto our website. She has been brainstorming ideas for our blog, which will feature our newsletter topics and other important resources for clients. CEO Bobby along with associates CJ, Peter and Sean will prepare to meet with more potential Stockvu financial partners as we grow our product and services. In addition, data is regularly being parsed and sampled. One of our goals for the coming weeks is to increase Stockvu's social media presence through platforms such as LinkedIn/Instagram, so that potential clients can find and easily interact with our staff.



INVESTING IN WOMEN

WHY IS IT IMPORTANT?

INVESTING IN HIGH POTENTIAL WOMEN

Forbes tells us that investing in high potential women leads to extensive success. When women are able to reach positions of leadership, they actually pave the way for more jobs and opportunities for others. We tend to see increased purchasing, formation of new companies and reinvestment of the majority of women's incomes into their families and communities. In brief, this trend helps the economy to prosper and whole societies to benefit.

WHAT HAPPENS IF COMPANIES LOSE THEM?

Statistically speaking, women-led companies historically perform 226% better than the S&P 500, and companies with diverse management tend to do 35% better financially. Losing high potential women through bias, even unintentionally, can have serious social and fiscal consequences. 56% of the most talented women engineers in a given company have been shown to leave their positions mid-career. The cost to replace each one can reach upwards of \$190,000. A failure to elevate these women at the peaks of their careers diminishes their value to the industry and economy.

WHAT IS THE SOLUTION?

Reducing bias is an active choice, one that companies have to pursue continuously as they make decisions for the future. There must be commitment to finding better policies, role models and resources. Companies will need to carefully examine their internal dynamics that prevent top-talent from succeeding. Can women ask for a raise without being penalized? Or participate in a fair hiring/promotion process? Can they clearly see the next step on their professional path and take it? Breaking these barriers down is no easy task, and will take time. However, it is necessary in order to empower and grow companies in the modern world. Change can only begin once we resolve to support the women who are already driving innovation.