

# 20-first

## WOMENOMICS 101 Survey

### Focus on France

Paris, October 2010

### Gender Balance at Top French Companies

Of the TOP 10 companies in France, 9 remain entirely male dominated, with Executive Committees that do not include a single woman. The only company with women on the Executive Committee is Société Générale, which catapults to the front with 3 women (18%), although all of them are in staff or support roles.

Our global 20-first WOMENOMICS 101 Survey (October 2010) shows that 87% of American companies had at least one woman at Executive Committee level, while only 44% of European companies and 23% of Asian companies did.

Among the 102 executives that make up the Executive Committee level of France's Top 10 companies, only 3 (or 3%) are women, and all are in support functions, none in line or operational roles. This compares to the American average of 15% of executives at this level, and the European average of 7%. France is on a par with Asia, where the average is also a meagre 3%.

This is particularly surprising in France, where female graduates have outnumbered their male peers for many years. Sixty percent of university graduates are female, and the *écoles de commerce* have been at parity for years. A recent French survey\* of companies found that 86% of managers thought that gender balance was a strategic issue.

Gender balance on leadership teams has been shown to correlate to better corporate performance, better return on investment, greater innovation and more stock price resilience during crises. Could French companies perform better and more sustainably if they were more gender balanced?

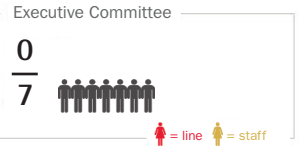
This survey is run globally by 20-first, one of the world's leading gender consultancies, [www.20-first.com](http://www.20-first.com)

**Note:** The data on the balance of male and female executives is based on the information provided on the corporate websites of the companies concerned. The list of companies is derived from the top 10 largest French Companies (by sales revenue) in the Fortune Global 500.

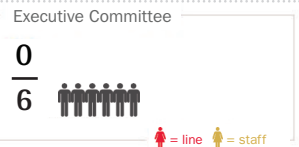
\*2009 GEF/ IPSOS survey



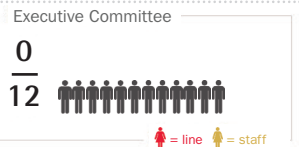
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Henri de Castries



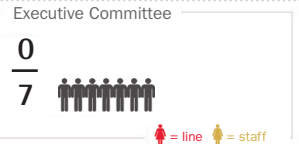
**TOTAL**  
Christophe de Margerie



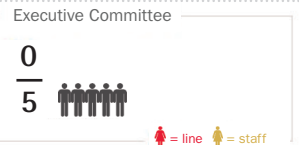
**BNP PARIBAS**  
Baudouin Prot



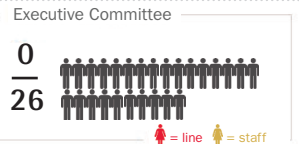
**CARREFOUR**  
Lars Olofsson



**GDF SUEZ**  
Gérard Mestrallet



**CREDIT AGRICOLE**  
Jean-Paul Chifflet



**ELECTRICITE DE FRANCE**  
Henri Proglia



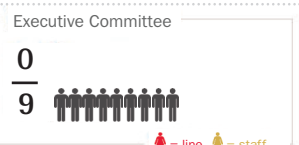
**SOCIETE GENERALE**  
Frédéric Oudéa



**BPCE**  
François Pérol



**PSA PEUGEOT-CITROEN**  
Philippe Varin



**20-first** works with progressive companies around the world interested in optimizing both halves of the market and both halves of the talent pool – the male and female halves.

Avivah Wittenberg-Cox, ground-breaking author of HOW WOMEN MEAN BUSINESS (2010) and co-author of WHY WOMEN MEAN BUSINESS (2008), and a network of international experts work with CEOs, Executive Committees and managers to build 21st century gender ‘bilingual’ organisations.

## WHY OUR APPROACH IS DIFFERENT

20-first innovates in the area of gender by focusing on leaders rather than on women. We seek to promote ‘gender balance’ (a balance of men and women) rather than ‘women in leadership’.

Gender balance is above all a business issue. In a constructive and optimistic way, 20-first helps companies unlock the market and talent potential – and reap the considerable economic benefits – that gender balance brings.

## ROLL-OUT: HOW WE CAN HELP

Our experience has shown that companies need help at different levels of their organisation and at different stages of implementation.

Building buy-in among the leadership team is critical. So is the challenge of cascading a gender balance initiative across geographies, business lines and functions, and then to all managers and eventually, to all employees.

20-first has developed a suite of services to help companies design and implement a successful gender balance initiative – at every level, at every stage.

## 20first CONSULTING

- **Gender Quickscan** – Snapshot of how gender balanced your company and culture are today
- **Awareness Sessions** – WHY gender is a business opportunity and HOW to seize it

## 20first ON-LINE

- **Toolkits** – Everything that managers need to know about gender balance - at the click of a mouse
- **e-Learning Courses** – Cascading gender awareness to all the managers in your organisation

## 20first KNOWLEDGE

- **Train the Trainers** – Equipping your internal team to deliver 20-first Awareness Sessions
- **Content** – Specialised content integrated into your environment

## CONTACTS

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