

The 80/80/80 Business Case

80+% Revenue (Women represent 80+% of all business to consumer purchases)

1. What is the current total revenue pie available with a focus on women?
2. What percentage is your company capturing?
3. What is the revenue/opportunity gap?
4. How much can you capture with available products and services?
5. What are the additional products and services that are needed to grow our business and how much will those efforts yield in the next twelve to eighteen months and beyond?

80+% Talent (Women and minorities represent 80+% of all new entries into the workforce)

1. What does your current workforce look like by time of service, gender, race, age, and ethnicity?
2. How does your current workforce break down the higher up the organization we go?
3. Are you adequately attracting and retaining new talent to replace retiring knowledge workers?
4. From where are you sourcing your new talent and are your efforts undertaken with a true “lens” on gender?
5. What is your retention and advancement rate by gender? How does rate change the higher up the organization we go?

80+% Engagement (High performing companies seek 80+% engagement levels)

1. Do you currently have an engagement strategy in place?
2. Have you measured engagement by gender, race, tenure, and ethnicity?
3. How are you holding managers accountable for increasing engagement?
4. Does your reputation inside and out encourage or discourage engagement and why?
5. Do you know which programs, policies, and procedures are adding to and detracting from the commitment and passionate involvement of our employees?