

YWomen 10 METRICS EVERY LEADER SHOULD BE TRACKING

What are you tracking for your company?
What can you hold your people accountable for?

Here is a list of things you can track and hold people accountable for:

Quantitative

Customer-Facing Talent

- 1 The gender representation of your sales force and your customers (number of men vs. women) for your top 50 customer-facing customers/buying purchasing agents.

Overall Talent

- 2 Current baseline of employees by level
- 3 Percentage of diverse applications for open positions
- 4 Percentage of diverse slates/interviews conducted (i.e. minimum of 1 of 3 is a woman or person of color)
- 5 Percentage of diverse panels conducting the interviews (i.e. minimum of 1 of 3 is a woman or person of color)
- 6 Percentage of hires/promotions
- 7 Regrettable losses of women
- 8 Percentage of “ready-now” promotable women along with a development plan if none are ready (i.e. when a leader says, “I don’t have any women ready,” ask, “Why not?” and “What are you doing to prepare and sponsor women in your organization?”)
- 9 Engagement: Participation rates, engagement levels by age/function/tenure/organizational level



Qualitative

Employee Feedback

- 10 Pulse surveys and formal interviews with women’s resource groups to identify trends, issues and opportunities.

If your company is ready for a more comprehensive look at suggested measurements and metrics, download the YWomen [30-Point Assessment](#) with Leadership Measures/Metrics for accountability. If your organization is looking to enhance its Women’s Leadership Initiative download the YWomen “Is Your Women’s Leadership Strategy Sitting on a One-legged Stool?” [white paper](#) for tips on operationalizing the business case and creating male and organizational advocates.