



WORLD'S TOP COMPANIES FOR WOMEN 2024

# Methodology Overview

# Project Introduction

## Summary

### General Overview

- The World's Top Companies for Women have been chosen among multinational corporations that were evaluated in multiple globally administered independent surveys of approximately **100,000** women, who provided **750,000** data points in **37** countries. Participants were not recruited via companies themselves, but participation was strictly anonymous through online panels. Thus, each woman could openly state her opinion, while avoiding outside or social pressures.

### The ranking is based on three scores:

#### 1. Employer Brand Score:

- a) Direct reviews: Women were asked to rate how their employer performs across a series of gender-related topics (e.g., "Men and women have the same opportunities for advancement"). In addition, they were asked to rate their overall willingness to recommend their employer and assess them across other, more general, workplace satisfaction questions.
- b) Public Employer Brand Perception: Women were prompted to evaluate other employers in their respective industries that stand out either positively or negatively.

**2. Public Opinion Score:** A women-only public opinion survey measured how women perceive companies in terms of gender equality. A company's public image can be affected by advertising campaigns, gender-related scandals, public-awareness efforts, etc.

**3. Leadership Score:** Objective criteria (i.e., the presence of a female CEO and the share of board/executive committee positions filled by women) were gathered via extensive desk research.

# The Employer Brand Score relies on two pillars: direct responses from employees, and public perception responses from other employees within the industry

Score Components (1/3)

## Employer Brand Score

An overall employee score was calculated to gauge how women view their own employers and other employers that they are familiar with. Employee satisfaction is a great way to measure respondents' subjective sentiment towards their employer. To measure if a company is empowering women, participants answered questions that are related to female satisfaction in the workplace and to gender equality.

### What was measured?

**1. Direct Reviews:** Women evaluated their own employer on topics related to gender equality. For example:

- My employer treats all employees equally, regardless of gender
- All concerns regarding female discrimination are taken seriously and objectively regardless of employment level
- Male and female workers doing the same job are paid the same salary
- Men and women have the same opportunities for advancement

Women also rated their company on more general topics as well.

For example:

- My employer encourages me to take the initiative and develop new ideas
- Good performance at work is recognized and praised
- The colleagues work well together

**2. Public Employer Brand Perception:** Women evaluated other employers in their respective industries that stand out either positively or negatively.



# The Public Opinion Score measures companies that have a positive or negative brand image in relation to gender equality.

Score Components (2/3)

## Public Opinion Score

Corporations can have significant impacts directly through their engagement with clients, suppliers and the general public. Therefore, companies have a lot of power, through CSR activities, marketing campaigns and the overall image they portray, to actively fight for gender equality not only in the workplace but in the world as well.

### What was measured?

Women were asked if they knew of any companies that have a positive or negative brand image in relation to gender equality. They then evaluated up to ten of these companies on more specific topics related to gender equality. For example:

- The way the company presents itself or its products actively fights against sexist stereotypes.
- The company speaks up for gender equality in its marketing campaigns.
- I am aware that the leadership at this company is using their platforms to promote gender equality.



# The Leadership Score share of CEO, board and executive committee positions filled by women

Score Components (3/3)

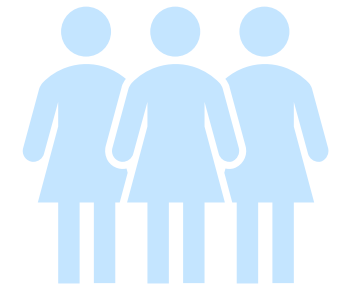
## Leadership Score

It is no secret that women are underrepresented in leading company positions. Role-models matter. High-level representation improves workplace policies and offers increased opportunities for mentorship. Overall, companies with women in leading positions provide role models that women desperately need in order to advance their careers, and they bring necessary changes to the working environment that benefits all genders.<sup>(2)</sup>

Therefore, the goal that every company should aim for is a gender balance among their leadership.

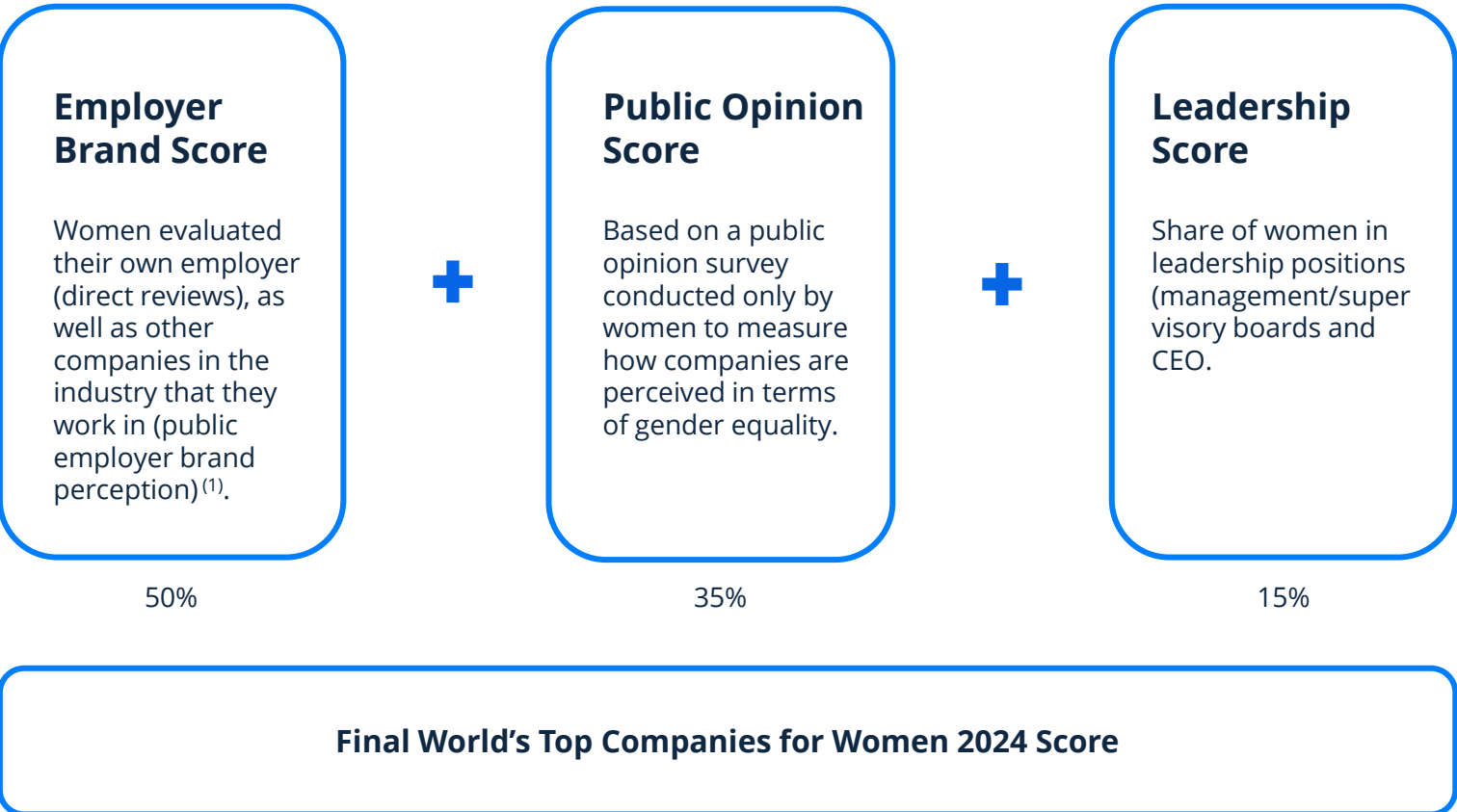
### What was measured?

1. Share of women on the executive and supervisory boards
2. If the CEO/President of the company is a woman



# Overall scores combine internal perception, public perception, and results of previous years

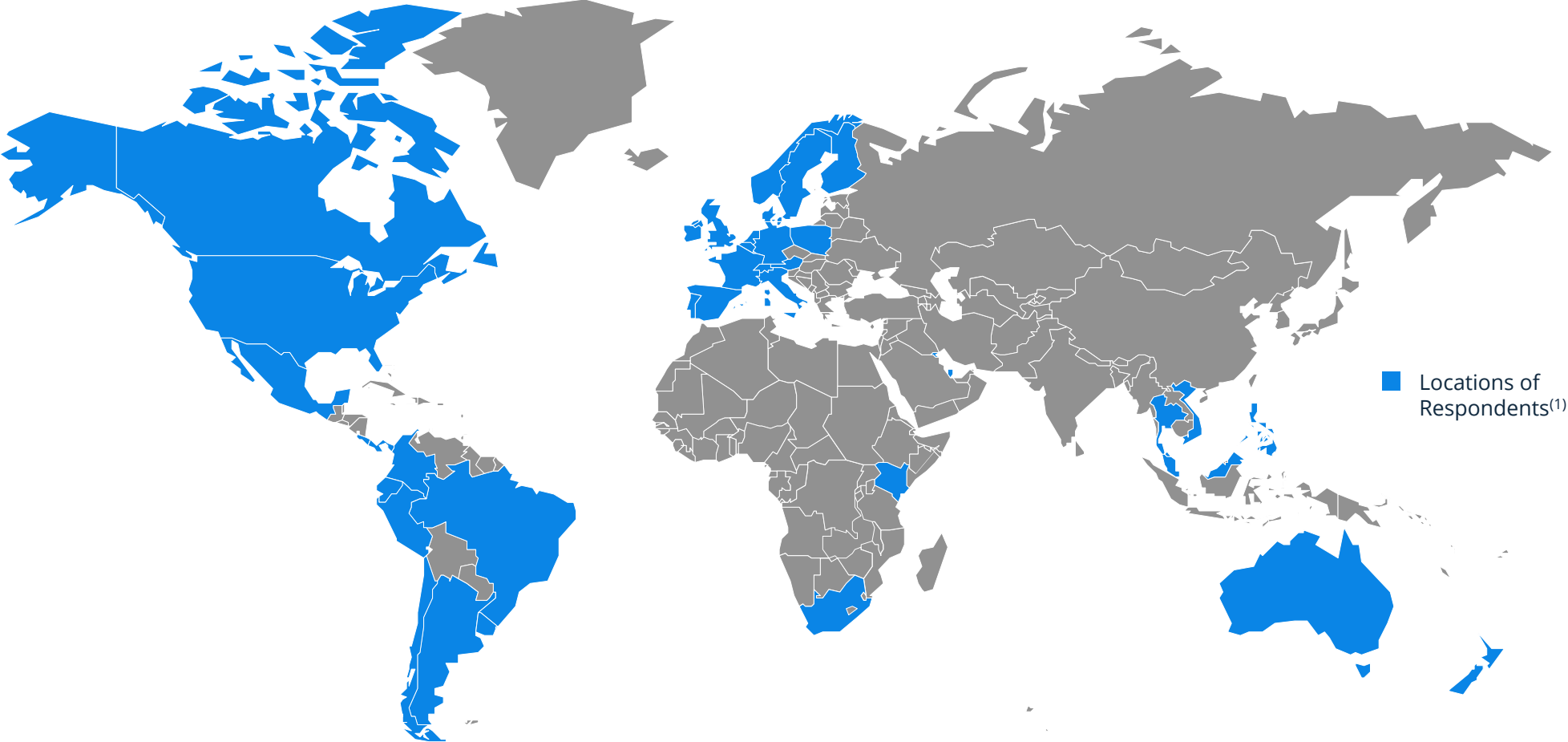
Aggregation Process



<sup>(1)</sup> Controlled for regional differences in answering behavior (e.g., connected to social desirability).

# Surveys conducted in over 37 countries around the world

Location of respondents



Data was collected only in countries with a score of at least 0.7 on the World Economic Forum Gender Gap Report 2024.(1)

[https://www3.weforum.org/docs/WEF\\_GGGR\\_2024.pdf](https://www3.weforum.org/docs/WEF_GGGR_2024.pdf)