

WOMEN OF THE CHANNEL™



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EVP, Business Development
Endeavor Global Marketing
(WME, IMG Sports, UFC, Fashion Week)

A diverse group of 12 people, including men and women of various ethnicities and ages, standing in a row against a bright yellow background. They are dressed in professional business attire. The word "DIVERSITY" is overlaid in large white letters across the center of the group.

DIVERSITY



BEGINS AND ENDS WITH LEADERSHIP



Head count



Heads **that count**

Know Your Power

Diversity is good business

Companies in the top quartile for racial and ethnic diversity are **35 %** more likely to have financial returns above their respective national industry medians

(Ernst and Young 2018)

Difference breeds Innovation

The Boston Consulting Group found that companies with a Blau Index (a measure of diversity) above the median experienced **“38% more of their revenues, on average, from innovative products and services** when compared to those companies below the median.”

Gender Diversity is Good Business

Research continually shows that **gender diversity** results in **increased productivity, greater innovation, better decision-making, and higher employee retention and satisfaction** which leads to **increased revenue**.

Having more females in executive roles is not only fair, but it's good for business and employees.

Diversity has also been linked to employee retention

What's your company's
definition of **Diversity**

diversity

race, sex or physical appearance and abilities, cultural differences, lifestyle, age, background, experience, religion, economic and social status, sexual orientation and marital status.

Diversity= who you are

Inclusion = what you do
(we will get to that in a few)

The Background

WIGDOR LLP

WIGDOR LLP

W

WIGDOR LLP

WIGDOR LLP



It's Ridiculous!

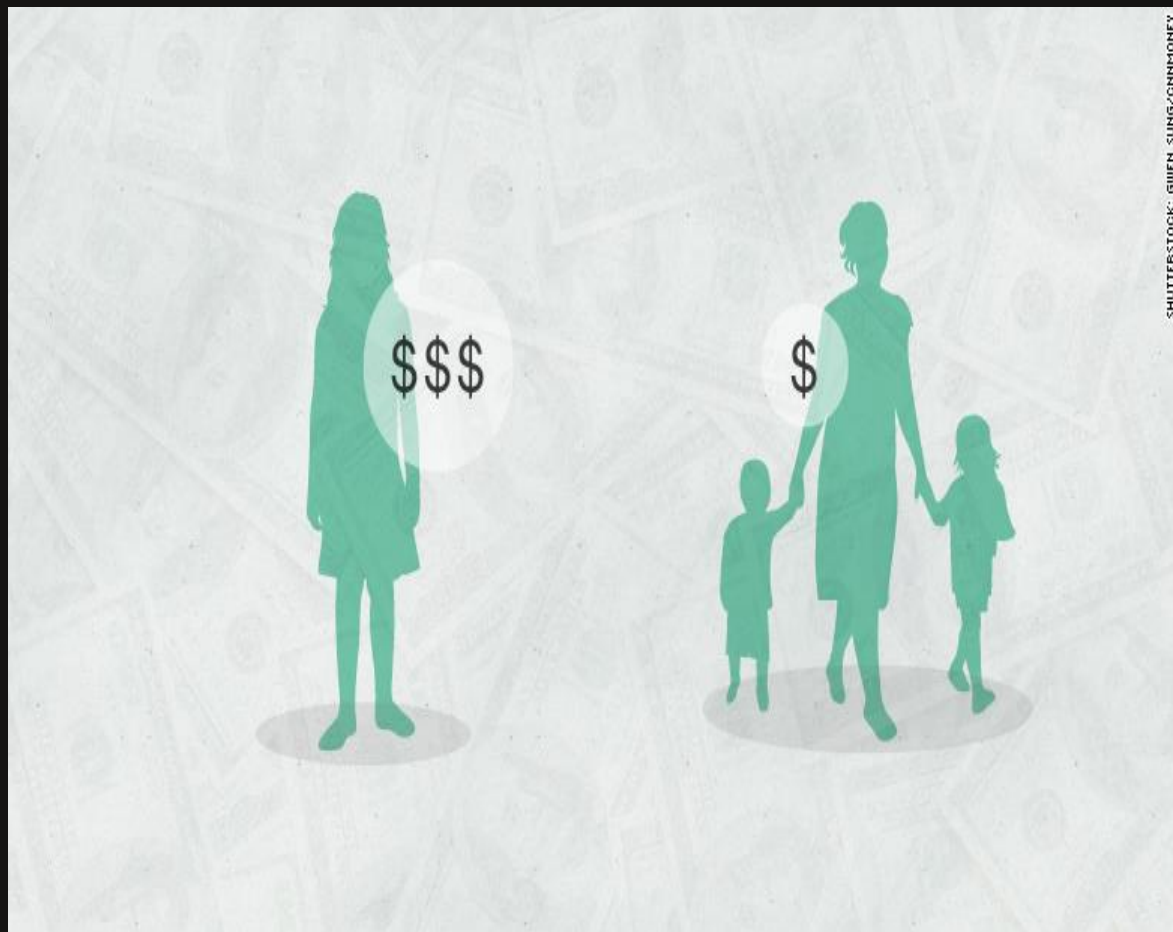
- Women still make just **78 cents** for every dollar earned by men. **Black women** earn only **64 cents** and **Latinas** only **54 cents** for each dollar earned by white men.
- The U.S. Department of Justice reports that approximately **1 in 4 homeless women** is homeless because of violence committed against her.
- Over 1,000 public K-12 schools in the United States have **single-sex education programs**. Many rely on discredited science and gender stereotypes.

Our Money!

Women are paid less coming out of college

Women are nurses/teachers and men are in sales/ managers

Women are paid less in every field





MY JOURNEY

1992

26yrs old
cleaning
homes and
enrolled in
college

1997

Lost my dad
to cancer and
made him a
promise

2008

Created CNN
advantage

2019

Joined
Endeavor as
EVP, Business
Development

1996

Graduated
from college
at the age of
30

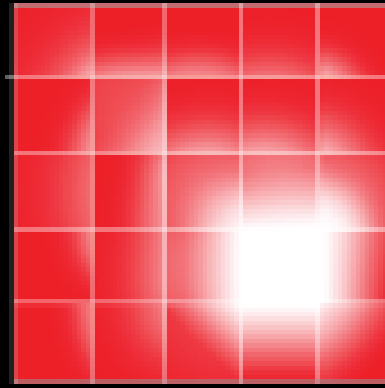
2000

Entered the
cable
business with
the weather
channel

2015

Transitioned
Centric into
BET Her





walter
kaitz
foundation

**A Catalyst for
Increasing Diversity**

Advancing the Contributions of Women and
Multi-Ethnic Professionals in the
Telecommunications Industry



THE ROI OF DIFFERENCE

CNN Advantage

\$30M

**Centric TV into BET Her –The 1st and only network for
Black women.**

\$60M

12

3

1

14 Companies

Passed on Me!

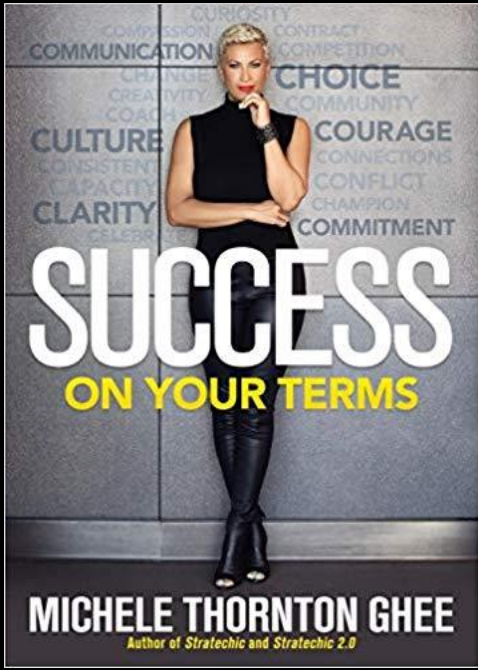
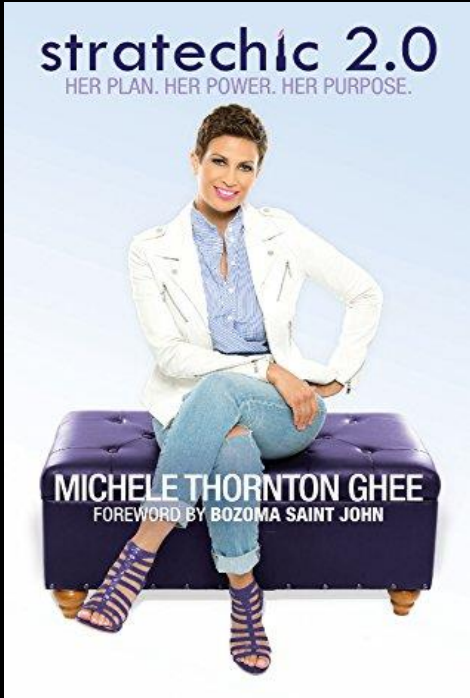
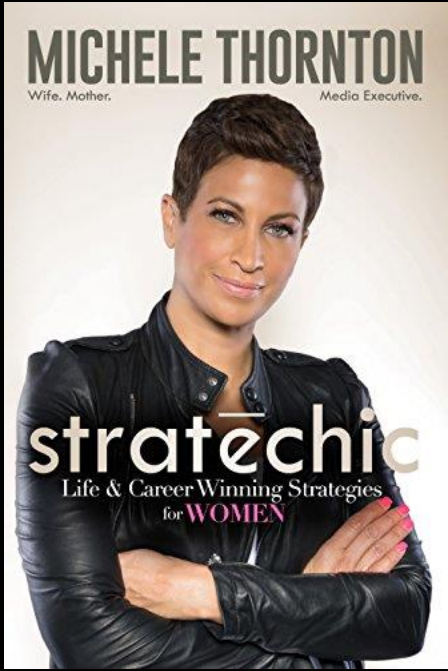
Build Capacity
(Learn from your failures)

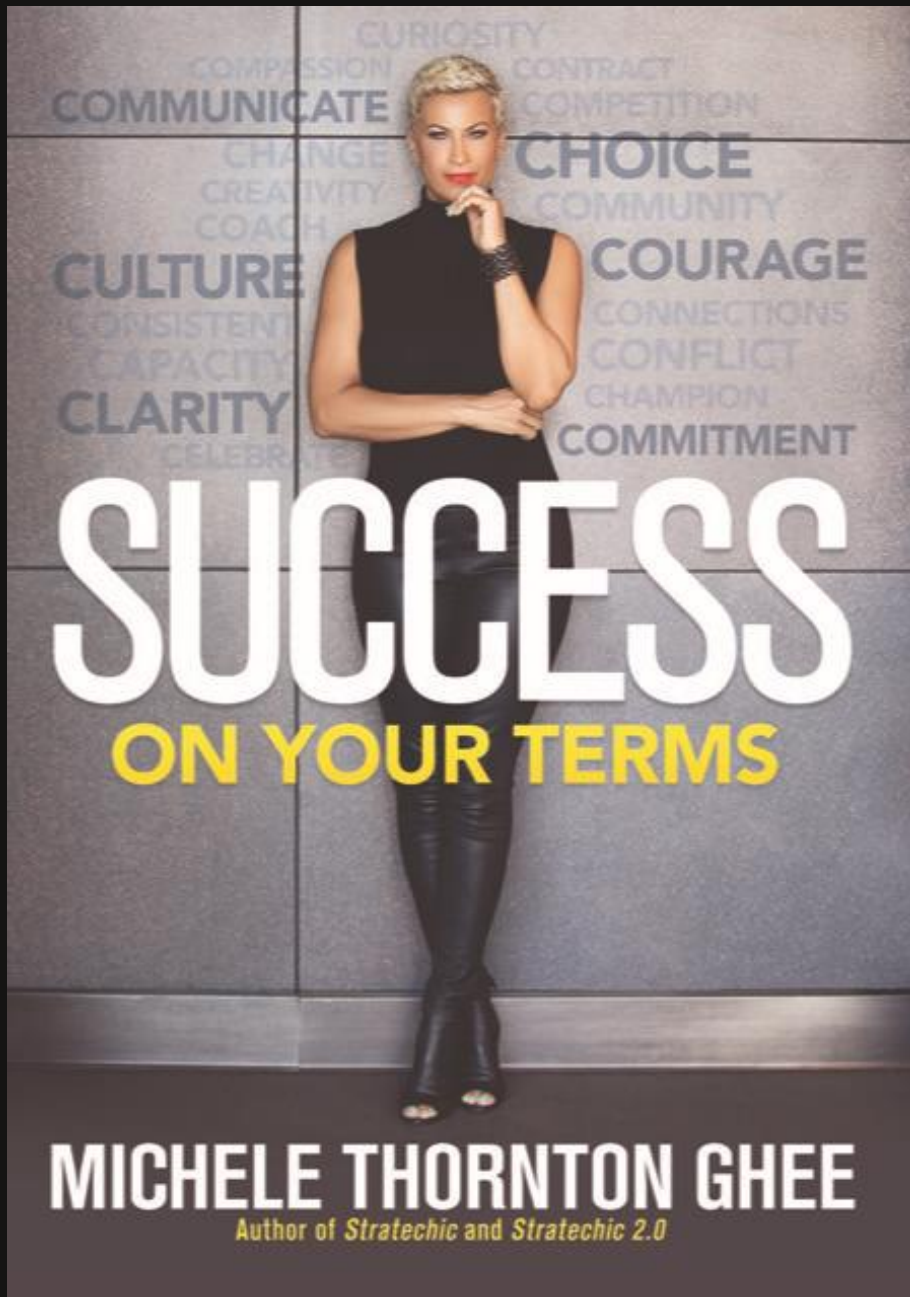
WHY

- Gender (not racial)
- Protecting generations
- Hiring people we feel comfortable with
- The most qualified (to them)
- Looking for friends
- That's how it's always been and it works
- Nothing in common
- It's Risky
- Too much work

I cant find diverse talent

**Do More
(It's undeniable)**





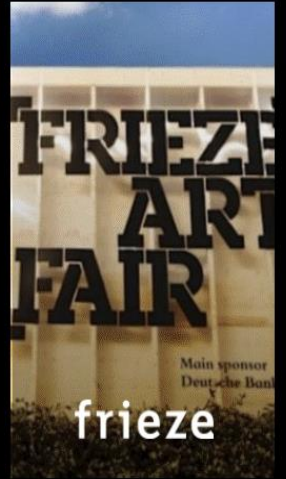
Change Agent
Author
Speaker
Community Activist
Wife
Mother
Honorary Doctorate
Board Member
Inclusion Activist

Find a **Champion**

&

Ask For What You've Earned

Executive Vice President ENDEAVOR



**Be Informed
(and take action)**

The New Diversity Their Power

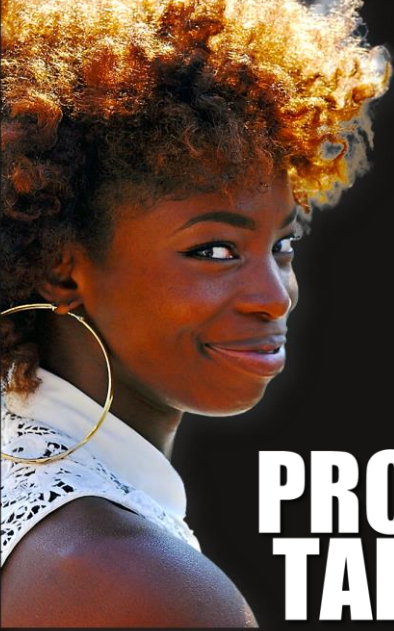


**80
MILLION STRONG**

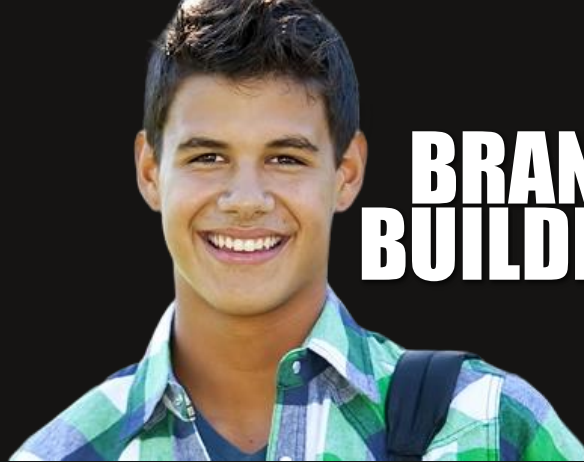


- ▶ **Most ethnically diverse generation in U.S. history**
(40% record high: non-white according to Census)
- ▶ **92% growth from 2000 – 2010 attributed to Multi-Culturals**
- ▶ **New Face of America**
1 out of every 3 people are Multi-Cultural
(population would rank as #12 country)

▶ **\$2.5 Trillion Dollars
of Buying Power**



**PRODUCT
TALKERS**



**BRAND
BUILDERS**



**DIGITAL
BUZZ**



**TREND
SETTERS**

**CONTENT
CREATORS**



**SOCIAL
MEDIA
IGNITERS**



INSIDE THE AA MILLENNIA

**50% OF WORK
FORCE BY 2020**



Implications for all

**Reflecting & Understanding
Your Employees
(and Consumers)**

Representation in ideation
Is critical



UNconsciousBIAS



LAST BUT NOT LEAST

**DIVERSITY IS NOT
SUSTAINABLE WITHOUT
INCLUSION**

CULTURE **EATS** STRATEGY



The List

- **Understand your companies definition of diversity.**
- **Know the/your stats.**
- **Understand the culture.**
- **Join or start and ERG and tie all of your initiatives back to the business.**
- **Do more (and be the best).**
- **Walk with self awareness.**
- **Find a champion (or advocate).**
- **Have a written plan for advancement.**
- **Know if your company has a high potential list and how you get on it.**
- **Volunteer/ Give back to your community.**
- **Have the Courage to ask the right person at the right time for what you've earned (in writing).**

**DIVERSITY & INCLUSION
REQUIRES**



INTENTION /STRATEGY/ ACTION



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