



## #WorldBankWomen: Talking Points & Messaging for Advocacy

**Key Message:** It's time for the World Bank to consider a qualified woman candidate for its next president who can steer the Bank to champion gender equality and the rights and interests of all women and girls. We are asking Finance Ministries to make women leaders a priority in their nominations and, ultimately, for the World Bank to select a qualified woman for president.

- I am joining a worldwide network of women leaders from more than 180 countries who are making this cause a priority in their regions and communities.
- Women are disproportionately impacted by the policies and practices of the World Bank, yet the World Bank president has never been a woman.
- As a woman leader from *\_your country\_*, I want a World Bank president who identifies with and represents my interests and those of 51% of the global population.
- As a woman, I want my country leaders to call for greater gender equality in positions of power worldwide.

**We ask for a transparent, equitable, and open selection process that ensures qualified women are considered for this position.**

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- The question facing the World Bank is no longer why a woman should be president, but “why not” and “which one”.
- For too long, the World Bank president has been decided in select halls of power rather than in the public domain, and women have been disproportionately shut out.
- This is an opportunity for member countries to champion the discussion at a country, regional and international level and push for their nominee to be a woman.
- Now more than ever, people are demanding transparency and equitable representation from their leaders.
- Women can and should be at the table for critical matters that affect them.
- Today, smart leadership requires recognizing the value of women at the highest seats of decision-making power.
- Women drive progress at every level of society. For the betterment of all, people need women to be part of decision-making processes and in positions of power.

**It's never been a woman**

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- **A qualified woman candidate would best identify with the potential of women as the largest untapped force for economic sustainability and growth.**
- Women bring unique skillsets and perspectives to leadership that have been proven to increase sustainability and impact of organizations in every sector.
- Evidence shows that women's participation and leadership are essential to sustainable development and progress both here in *\_your country\_* and at an international level.



- **The World Bank's own research compels empowering women to drive sustainable development: the loss in human capital wealth due to the gender gap is estimated to be \$160.2 trillion.**
- Fair and representative leadership should reflect the population. With women comprising 51% of the population, effective and equitable decisions can only be made when their perspectives are heard.

### **Women in leadership as a competitive edge**

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- People are rallying around leaders who they feel will give them voice.
- **The World Bank showed that it values diversity and inclusion when it made Jim Yong Kim the first president of color. We can't take a step back – we need to push forward and show that the World Bank is still at the forefront of progress.**
- As evident from news, statistics and studies, people are paying more attention to the decisions their leaders are making and are speaking out when they feel excluded from that decision-making process and from the benefits of those decisions – and that includes women, 51% of the population.
- Governments, corporations, financial institutions and global organizations that are putting women in positions of power are being noticed on a global scale and are setting the pace – those who don't run the risk of being left behind.
- Research shows that inclusive teams make better business decisions 87% of the time, so with 75 years of male World Bank presidents, isn't it time to include women leaders?

### **Studies show...**

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- If women and girls gain the same lifetime earnings as men and boys, global wealth would increase by \$160 trillion. (World Bank)
- Organizations with more women in leadership are 140% more likely to have enduring, profitable growth. (DDI)
- Empowering women and girls socially, politically and economically is central to reducing poverty and improving living standards worldwide.
- Women still only account for 38% of their country's human capital wealth. (World Bank)