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Boards 'need a female touch'

Women 'add value' and promote teamwork

Emily Beattie

01 October 2009

Women improve boardroom effectiveness and are adept at promoting teamwork among boards, according to a new report entitled *Board Dynamics – a female perspective*.

The report, conducted by boardroom consultancy IDDAS, has found that although many characteristics of successful female board directors are the same as males, they believe they bring a different perspective and are more likely to have varying strengths and weaknesses to men.

In-depth interviews with a fifth of all female board directors of FTSE 100 companies revealed that they are good at promoting teamwork, at raising tough issues in a non-confrontational manner, and at probing without worrying about seeming foolish, the survey said.

It also found that women operate under a constant spotlight at this level, and are driven by this to prepare and perform exceptionally well.

Many also expressed the view that having other females on the board made it easier for them and normalised their presence as a 'director' not just a 'woman'.

Helen Pitcher, chairman of IDDAS, said: 'Less than 11% of FTSE 100 board directors are women. Women clearly add huge value to the boards they sit on. Organisations should be more creative in the way they evaluate the particular combination of skills, experience and personal qualities an individual brings to the board.'

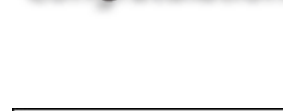
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