



The Women's Edge  
Women's Leadership Development Impact Study  
2025

SECTION 1: Preliminary Data

1. How many employees do you have within all locations in Massachusetts/Florida? Please include full and part-time employees. \_\_\_\_\_

If you have employees outside of your state, please indicate total employees globally?  
\_\_\_\_\_

2. Which best describes your organization (check one):

\_\_\_\_\_ Public    \_\_\_\_\_ Private    \_\_\_\_\_ Non-profit

3. What is your company's primary industry?

- ☐ Advertising
- ☐ Biotechnology/Life Sciences/Pharmaceutical
- ☐ Construction
- ☐ Engineering
- ☐ Financial Services
- ☐ Health Care
- ☐ Higher Education
- ☐ Hospitality (tourism, events, entertainment, hotel, restaurants)
- ☐ Human Services
- ☐ Insurance
- ☐ Manufacturing
- ☐ Professional Services (accounting, architecture, consulting, legal, staffing)
- ☐ Public Services
- ☐ Publishing
- ☐ Real Estate
- ☐ Retail or Wholesale
- ☐ Technology (product /manufacturing, services, tech-dependent marketplace/platform)
- ☐ Other (please specify) \_\_\_\_\_

4. What were your approximate revenues in 2024? \$ \_\_\_\_\_

5. Is your organization woman-led (i.e., woman CEO in for-profit; President or Executive Director in non-profit)? \_\_\_\_\_Yes \_\_\_\_\_No

6. Please give us the approximate percentage of women in the roles below:

All staff: \_\_\_\_\_%

Executive Leadership team (example titles might include CEO, COO, CMO, CIO, EVP, Exec Dir): \_\_\_\_\_%

Management team (example titles might include SVP, Senior manager; AVP, Partner, Vice President): \_\_\_\_\_%

Entry leadership (examples might include Manager, Senior Associate): \_\_\_\_\_%

7. Please give us the approximate percentage of women of color in the roles below:

All staff: \_\_\_\_\_%

Executive leadership team (examples same as above): \_\_\_\_\_%

Management team (examples same as above): \_\_\_\_\_%

Entry leadership (examples same as above): \_\_\_\_\_%

8. Does your organization formally collect demographic data for employees in the following historically marginalized communities:

	Yes	No
Women	_____	_____
People of color	_____	_____
People with disabilities	_____	_____
LGBTQIA2S+	_____	_____
Veterans	_____	_____

## SECTION 2: Developing Women Leaders and Measuring Success

Now we'd like to understand what goals your organization has regarding the development of women leaders.

9. Does your organization have formal goals related to the development of women leaders?  
\_\_\_\_\_yes \_\_\_\_\_no

9a. If yes, please select all that are included in your formal goals:  
\_\_\_\_\_ we want to increase the number of women in leadership roles

- ☐ we want to increase the number of women of color in leadership roles
- ☐ we want to increase the number of LGBTQ women in leadership roles
- ☐ We want to further develop the talent of high—potential women
- ☐ Other stated goals (specify briefly) \_\_\_\_\_

10. Does your organization have informal goals related to the development of women leaders?

☐yes ☐no

10a. If yes, please describe your informal goals: (open ended)

11. Does your organization have formal metrics to track progress of:

	Yes	No
Promoting/advancing women	<input type="checkbox"/>	<input type="checkbox"/>
Increasing women in leadership roles	<input type="checkbox"/>	<input type="checkbox"/>
Retaining women	<input type="checkbox"/>	<input type="checkbox"/>
Promoting/advancing women of color	<input type="checkbox"/>	<input type="checkbox"/>
Increasing women of color in leadership roles	<input type="checkbox"/>	<input type="checkbox"/>
Retaining women of color	<input type="checkbox"/>	<input type="checkbox"/>

12. Is the advancement, promotion, retention of women a specific component in the performance review/compensation of managers? ☐yes ☐no

13. How do you define success? (If Y, what is the goal?)

- ☐ increased rates of women in every stage of our organization
- ☐ increased rates of women in leadership roles
- ☐ increased rates of women of color in leadership roles
- ☐ increased rates of women of color in every stage of our organization
- ☐ increased employee engagement by women in your organization
- ☐ increased rates of women in every stage of our organization
- ☐ increased economic gains for organization
- ☐ increased hiring rates of women
- ☐ increased hiring rates of women of color
- ☐ increased promotional rates of women
- ☐ increased promotional rates of women of color

### SECTION 3: Resources Allocated to Developing Women Leaders

Now we would like to get a more in depth understanding of what your organization does to develop women leaders.

14. Does your organization currently have leadership development initiatives or programs for all staff? ☐yes ☐no

15. Does your organization currently have leadership development initiatives or programs specifically targeted to women? \_\_\_\_yes \_\_\_\_no

16. Does your organization currently have leadership development initiatives or programs specifically targeted to women of color? \_\_\_\_yes \_\_\_\_no

17. Which of the following resources does your organization dedicate to women's leadership development? (select all that apply)

- \_\_\_\_ Designated women's leadership development officer or champion
- \_\_\_\_ Dedicated resources and funds earmarked for women's leadership development
- \_\_\_\_ Process to identify and track high-potential women leaders
- \_\_\_\_ Other (open ended)

18. Tell us your organization's experience, if any, with following programs, and their measurable impact:

	Positive	Negative	Not Sure	N/A
Affinity or Employee Resource Groups	_____	_____	_____	_____
Financial incentives for managers to develop/advance women leaders	_____	_____	_____	_____
Inclusion training	_____	_____	_____	_____
Mentorship matching internal mentors with individual women	_____	_____	_____	_____
Sponsorship matching internal sponsors with individual women	_____	_____	_____	_____
Senior management listening tours	_____	_____	_____	_____
Internal speakers/subject matter experts	_____	_____	_____	_____

19. Tell us your organization's experience, if any, with following programs and measurable impact:

	Positive	Negative	Not Sure	N/A
Leadership development programs	_____	_____	_____	_____
Industry-specific conferences/programs	_____	_____	_____	_____
Partnering with organizations for professional networking	_____	_____	_____	_____
"Large scale" women's leadership conferences	_____	_____	_____	_____
Leadership consultants	_____	_____	_____	_____
Executive coaching	_____	_____	_____	_____

20. How does your organization determine which women participate in these programs?

- ☐ self-selection  
☐ manager recommendation/determination  
☐ Executive Leadership Team recommendation  
☐ other (please specify) \_\_\_\_\_

21. Do you routinely obtain written, anonymous feedback from women participants about your leadership offerings? ☐yes ☐no

22. Does your organization have a mechanism to:

- report hostile environments? ☐yes ☐no  
 address hostile environments? ☐yes ☐no

23. What are the obstacles affecting the creation of women's leadership goals and supporting programs in your organization: (check all that apply):

- ☐ insufficient buy-in from top management  
☐ sufficient buy-in, but not high-enough priority relative to other priorities  
☐ we don't know what to do  
☐ we don't know what to measure

- ☐ we don't have any obstacles
- ☐ other (please explain) \_\_\_\_\_

24. What would accelerate advancement of women's leadership goals and supporting programs in your organization (check all that apply):

- ☐ external discussion in the media, in our industry, or more broadly
- ☐ pro-active pressure at the top of our organization (C-level and board)
- ☐ proactive pressure from the rank-and-file in our organization
- ☐ successful executive women in our industry and elsewhere setting the example more visibly
- ☐ other (please explain) \_\_\_\_\_

25. Please indicate which evidence-based best practice program, if any, your organization currently offers to advance women leaders and establish a supportive, inclusive workplace (check all that apply):

- ☐ mentorship program establishing internal relationships for promising women
- ☐ sponsorship program establishing internal relationships for promising women
- ☐ employee resource group for women
- ☐ bystander training
- ☐ voluntary diversity training
- ☐ voluntary allyship training
- ☐ other training related to culture-building, employee engagement, inclusion, or belonging

26. Do you have a formal allyship program? ☐ yes ☐ no

#### SECTION 4

27. What benefits are you offering to recruit and retain employees to join your organization?

- ☐ asynchronous schedules
- ☐ flexible and remote working
- ☐ care-giving benefits
- ☐ mental health benefits
- ☐ transition and skills training
- ☐ updated hiring policies around gaps in work history
- ☐ extended parental leave policies
- ☐ structured mentorship programs for new hires
- ☐ advocating for women's issues publicly

28. What new innovations or trends are being used to support employees in your work efforts?

- ☐ AI-Powered Recruitment and Promotion
- ☐ Data Analytics for Gender Pay Equity
- ☐ Virtual Mentorship Programs
- ☐ Leadership Development Platforms
- ☐ Diversity and Inclusion Technology Solutions
- ☐ Skill-Based Learning Platforms
- ☐ Blockchain for Pay Transparency
- ☐ Employee engagement technology

## SECTION 5: Wrapping Up

29. If you took this survey in previous years, what specific actions did you take based on that report and/or the report card you requested? \_\_\_\_\_

30. What are the most effective programs you have used to advance/ promote women in your organization, and why were they effective? \_\_\_\_\_

31. Thank you for providing this information. Would you like to receive a copy of the report when it is published in November 2025? \_\_\_\_\_yes \_\_\_\_\_no