

DOES DOING “ALL THE RIGHT THINGS” REALLY GET WOMEN AHEAD?



Want to get ahead in your career? It's simple:

- Let your boss know you're ready for that high-profile assignment.
- Be clear and direct about your career aspirations and your willingness to work longer hours.
- Don't just build a relationship with your boss, be sure to also rub shoulders with your boss's boss.

Sound like good advice? It is, if you're a man. However, this approach doesn't work as effectively for women. In fact, according to Catalyst's research study, *The Myth of the Ideal Worker: Does Doing All the Right Things Really Get Women Ahead?*, women who adopted the most proactive career strategies only advanced their careers more than those who were least proactive.

It's time for corporate leaders to acknowledge that the gender gap does not exist solely because of choices women are making. We encourage asking the following questions:

- To what extent are employees in your organization advanced and compensated based on skills and performance versus their use of individual career advancement strategies?
- How are women and men being coached to get ahead?
- How might the same strategies be evaluated or interpreted differently according to the gender of the employee using them?
- Are the skills, knowledge, and experience of potential employees evaluated differently depending on the candidate's gender?

Individuals and organizations both risk lagging their peers if they neglect these important findings on career advancement strategies.

"This study raises the question, 'Is the problem really that women don't ask, or that men don't have to?'" says [Ilene H. Lang](#), President & CEO, Catalyst.

"It shows once and for all that progress is not about 'fixing the woman.' Women will find it useful to know that making their accomplishments more visible can help their careers, but we wonder why men are consistently promoted whether or not they do the same."

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