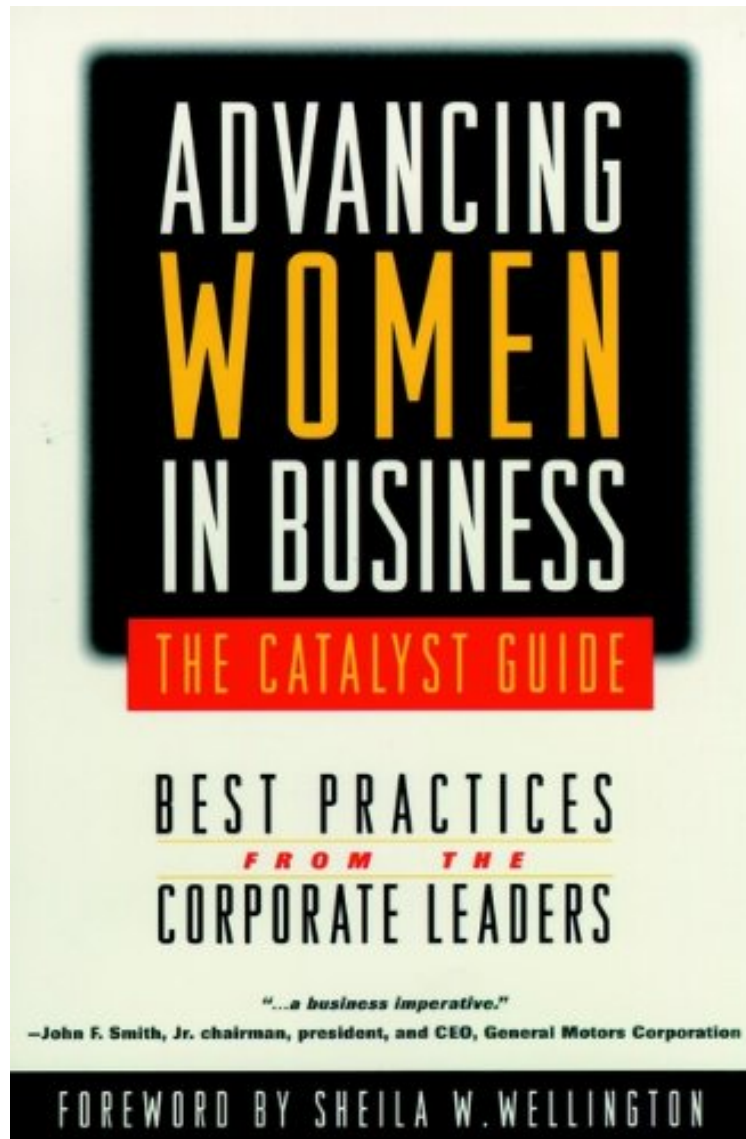


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## Advancing Women in Business--The Catalyst Guide: Best Practices from the Corporate Leaders (Jossey Bass Business and Management Series)

*Catalyst*

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**Catalyst : Advancing Women in Business--The Catalyst Guide: Best Practices from the Corporate Leaders (Jossey Bass Business and Management Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advancing Women in Business--The Catalyst Guide: Best Practices from the Corporate Leaders (Jossey Bass Business and Management Series):

10 of 10 people found the following review helpful. Invaluable Benchmarks By Robert Morris For those organizations which seek to establish and then sustain programs which optimize the talents of the women whom they employ, this is an immensely informative book. Of even greater value than the information provided are the specific suggestions it offers based on three decades of research on all manner of companies. Catalyst is a non-profit organization which "partners with U.S. corporations and professional firms that understand the critical power of women at work, that know that women's advancement is not a feel-good or even a do-good issue but a bottom-line practicality." The Catalyst Award is given to those corporations which have achieved lasting, measurable results in this area. The book examines many of these corporations. For example: IBM, Avon Products, E.I. du Pont de Nemours, Eastman Kodak, Arthur Andersen, Motorola, American Airlines, Morrison Foerster, McDonald's, J.C. Penney, Dow Chemical, Knight-Ridder, Texas Instruments, and Allstate. I hasten to point out that most (if not all) of the information and suggestions provided by the book are also relevant to small-to-midsize organizations and may indeed be of even greater value to them than to (let's say) "Fortune 100" companies. Advancing Women in Business is divided as follows: Part I. Changing the System Part II. Best Practices Part III. Resources: The Catalyst Award "The Catalyst Approach" can maximize the value of a workforce by "capitalizing on the talents of women" only if all efforts are made within an "inclusive, problem-solving, comprehensive program." Specifically, first establish a strong foundation by connecting each initiative explicitly to a business rationale; next, build a fact base by gathering information that will create the baselines for evaluating each initiative's progress; finally, develop, pilot, and implement action plans whose initiatives achieve practical solutions tailored to the organization's environment. How? Several dozen corporations are examined which illustrate what the "Catalyst Approach" requires of those involved in its implementation. Specific strategies and tactics are discussed. Results are measured and evaluated. I rate this book so highly because I think it is very well written, because it provides a wealth of important information about "best practices from the corporate leaders", and because it includes a number of practical suggestions as to HOW to derive greatest benefit from that information. Frankly, I had hoped that a gender-specific book such as this would not be relevant in the year 2000. Well, unfortunately, it is. I now hope that enough people buy it and enough organizations are guided by it so that one day very soon, my granddaughters will read it and then ask me "What's this all about? Was it really like that? That's ridiculous!" Yes it is.

3 of 3 people found the following review helpful. Invaluable Benchmarks By Robert Morris For those organizations which seek to establish and then sustain programs which optimize the talents of the women whom they employ, this is an immensely informative book. Of even greater value than the information provided are the specific suggestions it offers based on three decades of research on all manner of companies. Catalyst is a non-profit organization which "partners with U.S. corporations and professional firms that understand the critical power of women at work, that know that women's advancement is not a feel-good or even a do-good issue but a bottom-line practicality." The Catalyst Award is given to those corporations which have achieved lasting, measurable results in this area. The book examines many of these corporations. For example: IBM, Avon Products, E.I. du Pont de Nemours, Eastman Kodak, Arthur Andersen, Motorola, American Airlines, Morrison Foerster, McDonald's, J.C. Penney, Dow Chemical, Knight-Ridder, Texas Instruments, and Allstate. I hasten to point out that most (if not all) of the information and suggestions provided by the book are also relevant to small-to-midsize organizations and may indeed be of even greater value to them than to (let's say) "Fortune 100" companies. Advancing Women in Business is divided as follows: Part I. Changing the System Part II. Best Practices Part III. Resources: The Catalyst Award "The Catalyst Approach" can maximize the value of a workforce by "capitalizing on the talents of women" only if all efforts are made within an "inclusive, problem-solving, comprehensive program." Specifically, first establish a strong foundation by connecting each initiative explicitly to a business rationale; next, build a fact base by gathering information that will create the baselines for evaluating each initiative's progress; finally, develop, pilot, and implement action plans whose initiatives achieve practical solutions tailored to the organization's environment. How? Several dozen corporations are examined which illustrate what the "Catalyst Approach" requires of those involved in its implementation. Specific strategies and tactics are discussed. Results are measured and evaluated. I rate this book so highly because I think it is very well written, because it provides a wealth of important information about "best practices from the corporate leaders", and because it includes a number of practical suggestions as to HOW to derive greatest benefit from that information. By now, frankly, I had hoped that a gender-specific book such as this would be unnecessary in the year 2000. Well, unfortunately, it is. I now hope that enough people buy it and enough organizations are guided by it so that one day very soon, my granddaughters read it and then ask me "What's this all about? Was it really like that? That's ridiculous!" Yes it is.

3 of 6 people found the following review helpful. INTERESTING TOUR DE FORCE OF BEST PRACTICES. By A Customer The book begins with a three phase approach for advancing women that is basic to all successful initiatives. It explores some of the best practices of corporations to provide advice on women's advancement issues. It also briefly highlights the programs of numerous Catalyst award winners. The book is based on Catalyst's research reports, case histories, and best practices. This is an interesting tour de force of best practices. Reviewed by Gerry Stern, founder, Stern Associates, author of Stern's SourceFinder: The Master Directory to HR and Business Management Information Resources, Stern's CyberSpace SourceFinder, and Stern's Compensation and Benefits SourceFinder.

Optimize Your Company's Leadership Potential Develop a more diverse, creative, and resourceful pool of leadership talent for your company. Reinforced by the cutting-edge research and consulting expertise of Catalyst, America's premier nonprofit dedicated to the advancement of women in business, this guide details the best practices of corporations noted for their ability to cultivate and leverage the abilities of their female employees. Stories of initiatives undertaken at Hewlett-Packard, JC Penney, and DuPont, among other companies--coupled with practical, hands-on advice--illustrate a compelling framework organizations can follow to more fully develop their own human capital at a time when no company can ignore a single source of competitive advantage.

.com Advancing Women in Business--The Catalyst Guide: Best Practices from the Corporate Leaders is literally a self-help manual for anyone interested in expanding management opportunities for women while simultaneously advancing larger business objectives. Produced by the nonprofit Catalyst organization and opening with a foreword by its president Sheila Wellington, the book presents an array of practical suggestions for developing programs that ultimately benefit all employees and positively impact the bottom line. A variety of helpful resources are identified, and laudable programs at companies such as Eastman Kodak, Sara Lee, and Motorola are described. --Howard Rothman "Catalyst has provided a collection of best practices aimed at creating a climate for maximizing women's contributions in the workplace. This is a business imperative in today's global marketplace." --John F. Smith, Jr., chairman, president and CEO, General Motors Corporation "Catalyst has produced a valuable tool to help women realize their potential in the workplace and for companies to best tap the talent women represent. This book reminds us why Catalyst is rightly viewed as one of America's most respected business research organizations." --Lynn Martin, former United States Secretary of Labor "This is the first book I would turn to for excellent advice on how to foster, improve, and accelerate the role of women in contemporary organizations. Well-written, beautifully organized and filled with clear-cut how-tos, I found this book important and illuminating." --Warren Bennis, distinguished professor of business, University of Southern California "Building a diverse organization requires strong leadership, commitment, hard work, and time. And while there is no 'right' way to do it, Advancing Women in Business gives readers a few must-dos along with a lot of alternatives to try." --Lois Juliber, executive vice president and chief of operations, Developed Markets, Colgate-Palmolive Company

From the Inside Flap Women now make up nearly half of the American workforce. Yet, for a variety of reasons, the talent, creativity, and leadership potential women represent have remained largely untapped by the corporate world--a world eager to exploit the full potential of its intellectual capital. This book, however, presents companies with a framework for unlocking the full competitive advantage of their female employees. For three decades, Catalyst has studied the dynamic role women play in business. Its advisors have worked with many of the nation's top companies to eliminate gender barriers to the executive ranks and launch initiatives that open management opportunities to all that deserve them. In Advancing Women in Business, Catalyst tells companies how they too can develop change initiatives that will help them retain their most valuable employees in ways that support strategic goals. Here, readers will examine the best practices such forward-thinking companies as Deloitte Touche, J.C. Penney, and Motorola have used to better leverage the skills and intellect of women workers. They'll discover the obstacles that stand in the way of female career advancement and how to remove them. They'll gain an in-depth understanding of Catalyst's proven, systemic change process and find how they can implement one of their own. Moreover, readers will learn how they can benchmark their company's progress and what they can do to receive the prestigious Catalyst Award. Reinforced by Catalyst's own groundbreaking research and filled with practical, hands-on advice, Advancing Women in Business is a powerful tool for every manager who's interested in developing a more versatile, creative, and resourceful pool of leadership talent for his or her company.