



CFA Institute

# WOMEN IN INVESTMENT MANAGEMENT



Effecting Change,  
Making a Difference

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The CFA Institute Women in Investment Management initiative is focused on improving investor outcomes by encouraging diversity in the investment management profession.

Sound investing mandates diversification, yet it is remarkably absent from team construction across all spectrums of the profession.

As the largest global association of investment professionals, CFA Institute is in a unique position to raise awareness and drive change.

# Effecting Change, Making a Difference

## WHAT YOU CAN DO NOW

**Increase awareness.** Despite the growing body of evidence showing the business case for diversity, many investors lack awareness of how gender-diverse teams can positively impact investment outcomes. Share research findings broadly in your professional and educational networks.

**Diversify at every level.** Homogeneity is counter to investment performance. Teams constructed intentionally to include diverse perspectives have been shown to deliver better results in terms of both risk and return.

**Start early.** Encourage women to pursue an education and career in investment management. Talk about the CFA® charter as a global passport for career success. Share research, business cases, and stories of how women are making a difference.

**Understand** that women may advocate for themselves differently than men. Research shows that women advance when they have sponsors who actively advocate on their behalf and mentors who provide career advice and guidance.

**Engage with this initiative.** Attend related events and help spread the word. Find out about new events and research at [www.cfainstitute.org/wim](http://www.cfainstitute.org/wim).

**Follow and share #CFAwomen** on Twitter. Plan an event, and share effective ideas at [cfawomen@cfainstitute.org](mailto:cfawomen@cfainstitute.org). Engage with the CFA Institute Women in Investment Management Network on LinkedIn.

