



## ERA Ratification: Business Analysis for Virginia



**Increasing certainty.** The Virginia state constitution has provided for equal rights for 47 years, with GDP expanding and our values renowned. Federal alignment will increase certainty and efficiency for businesses.

**Signaling a modern economy.** Ratification will show that Virginia and our federal government understand the needs of modern companies and their employees. We have seen corporate and event relocations favor states with thoughtful gender equality laws.

**Equal rights benefit businesses and the economy.** As found by McKinsey, PwC, and Deloitte, gender parity increases productivity, net profits, and gross domestic product.

**Growth increases** when the economic potential of women advances. McKinsey Global Institute found that greater gender equality in the workforce could add approximately \$2.1 trillion to U.S. GDP and \$12 trillion to global GDP by 2025.

**Predictability increases** as the talents of women as well as men are unlocked. In companies, this has the added benefit of improving profits. In the government, increases in productivity lead to more efficient and responsive results for businesses that work with government organizations.

***“Not capitalizing on women as workers and as consumers has real impact on the bottom line and overall success of an organization.”***

**- Sharon Allen, Chair, Deloitte LLP (2011)**