# Competitive Analysis between Catalyst, Chief, and Lean In

## Executive Summary

### Catalyst

**Positioning**: Thought Leader & Systemic Change Catalyst

**Value Proposition**: Offers data-driven research and advocacy to drive systemic change within organizations for gender diversity in leadership. Provide holistic end-to-end solutions for each supporter organization to make workplaces equitable for women. Focuses on influencing CEOs and boards to create cultures that support women.

**UX**:

1. Has the most common look of a clean website.
2. Highlights latest insights on the homepage.
3. Ends with a participation form.
4. Needs strong emphasis on the website about its positioning and who it is for. Have to jump through a few pages to understand who the target audience is

**Target Audience**: Organizations as a whole – could be a company, firm, association, academic institution, etc. Once an organization is a supporter, any individual from the company can access resources.

**Reach**:

1. 500+ supporter organizations.
2. 14 countries
3. 42 industries

**Areas of Focus**:

1. Increasing Women’s representation in corporate leadership.
2. MARC (Men Advocating Real Change).
3. Equity to Women Frontline workers.
4. Equip business leaders to harness DEI strategy.
5. Develop & Provide resources for women and the future of work.

**Resource/Content Availability**: Resources are designed exclusively for each supporter based on their needs. Exclusive access to supporter-only content and tools. Some content is public.

**Offerings**:

1. Online events, Workshops, Courses ,Webinars
2. Dedicated supporter only resources
3. Conference (Catalyst Awards Conference and Dinner)
4. Awards (Catalyst Honours)

**Profitability**: Non-Profit

**Community Aspect**:

1. Employee resource groups within the organization.
2. Catalyst CEO Champions for Change (community of CEOs pledging for DEI acceleration)
3. Community of Experts (community of select organizations)
4. MARC alumni community

**Recent Development**: Inclusion of Front-line workers in the strategy

### Chief

**Positioning:** Exclusive Women's Leadership Network & Club

**Value Proposition:** Provides a curated network of successful women leaders through exclusive communities, events, and luxurious clubhouses. This fosters peer-to-peer learning, access to executive coaching, and a supportive environment to help women accelerate their careers.

**UX**:

Simple, minimalistic design. Catches the reader’s attention in the first 3-5 seconds by focusing on the most important content on the entire page. Things that stand out-

1. A strong tagline with concise and crisp detail in a sentence
2. Logo visuals of the member company names help gain confidence.
3. Least amount of clutter and fewer nav tabs make it less overwhelming for the user and easier to navigate.

**Target Audience**: Women in leadership roles (VP-level and higher).

**Reach**: 20,000+ Women representing more than 10,000 companies. 80+ partner companies.

**Areas of Focus**:

1. Executive Coaching and Development
2. Peer Learning and Community
3. Exclusive Clubhouses

**Resource/Content Availability**: Resources available to all the network members.

**Offerings**:

1. Networking: Events, international clubhouses, annual summits, monthly roundtables
2. Workshops
3. 1:1 coaching
4. Peer-to-peer coaching (groups of 8-12)
5. On-demand content library

**Profitability**: For-profit (Charges a membership fee per member of upto $7900)

**Community Aspect**:

1. Private network of women executives
2. Core groups for peer coaching.

### Lean In

**Positioning:** Accessible Community & Peer Support Engine

**Value Proposition:** Offers a readily available global network of local circles for community building and peer support. Provides online resources and workshops to empower professional women at all stages of their careers.

**UX**: Similar website as that of Catalyst with a slightly better UX

**Target Audience**: Women at all stages of their careers.

**Reach**: 80,000+ women across 183 countries

**Areas of Focus**:

1. Community building through local circles and online platforms
2. Peer support and networking
3. Skill development and empowerment of women
4. Advocacy and research to promote gender diversity and inclusion
5. Encourage circles in companies and allyship at work and home.

**Resource/Content Availability**: Public content, easy to join a circle to access circle resources.

**Offerings**:

1. Network (circles) for women to join.
2. Online content for Women, Companies and Alies- Trainings, webinars, videos and articles

**Profitability**: Non-profit

**Community Aspect**:

1. Local community circles – anyone can start a circle or join an existing circle.
2. Open Circle (Lean In Network)

**Recent Development**: Inclusion of girls (age 11-15) in circle programs

## SWOT Analysis

### Catalyst

**Strengths**

1. Strong reputation among corporates and influence on corporate leadership for gender diversity.
2. Customized resources catering to individual organization’s needs.
3. Global reach with 500+ organizations across 14 countries.
4. Reach across 42 industries.

**Weaknesses**

**Opportunities**

**Threats**

### Chief

**Strengths**

1. Strong and impactful resources exclusive to the private network

**Weaknesses**

**Opportunities**

**Threats**

### Lean In

**Strengths**

1. Easy access to anyone

**Weaknesses**

**Opportunities**

**Threats**

Document Structure:

Executive Summary – summary of what Catalyst should do and why

SWOT for 3 companies

Recommendation for Catalyst

Appendices – thorough research of each company and resources