

Structuring a wild card case prompt

McKinsey (2020). You have a U.S.-based retail client that would like to more closely mirror its clientele and its workforce. Currently 25% of their executive team are women, and the client would like to increase this share. What would you like to evaluate to have more women in executive suite?

**External
outlook**

**Client's % of
women among
execs**

Career funnel

**Key drivers to
attract women**



External factors



Indicator



Process flow
associated
with the indicator



Drivers of the indicator

Market

**Revenue
analysis**

**Distribution
channels**

**4Ps (apart from
distribution)**