

# 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)**