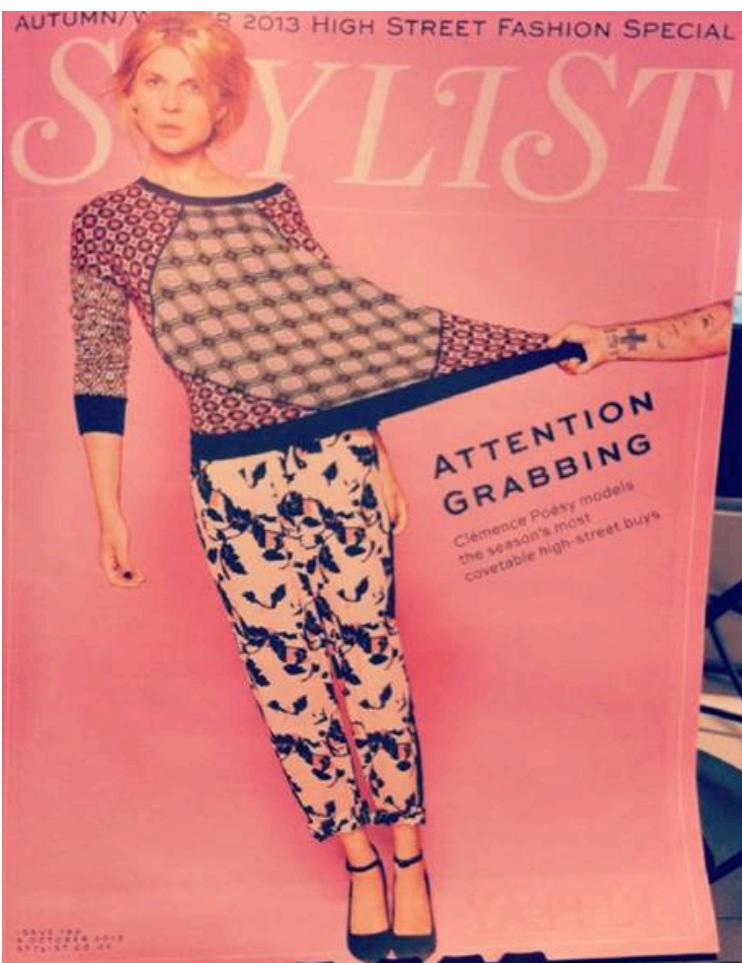




NO: "QUOTAS DESTROY ROLE MODELS"

Gemma Godfrey, 30, is head of investment strategy at wealth management group Brooks Macdonald and sits on the advisory board of Templars, a communications consultancy firm

"Gender diversity at the top of a firm brings in different skill sets. It means you're looking at the business from all angles and mitigating risks. I think a lot of boards have gone wrong because the chief executive – often a man – has hired someone who is just like him. My CEO is female, and she stops other women getting lost in the company, but I also have a male mentor who advises me on how to achieve my career goals.

We need to act on gender representation, but quotas are flawed. They don't create long-term, sustainable solutions. Women at the top need to act as role models for other females. They need to embody the proof that if you have the right skill set, experience and network built up over years of hard work you will get there. Implementing a quota would strip away that respect and damage the image of the company.

Additionally, women elected through a quota would feel like a number rather than an asset and may find themselves ignored in the boardroom. For women to be effective in the role they need to know that they got there through merit and by adding value. Businesses also need to really make an example of any woman brought on to the board, so others will be inspired to achieve the same."

What do you think? Email editor@stylisht.co.uk with 50 words on whether you're for or against quotas. Also visit stylisht.co.uk to vote in our poll.

