

*American express : creating opportunities for Women  
internally and externally*

Create

Inspire

Excite

Deliver



**Economic Opportunities for  
Women**

**Singapore Feb 09**

**Bianca Stringuini  
Diversity Manager  
Japan/Asia Pacific/Australia**

- American Express is a leading global payments, network, travel and banking company founded in 1850
- Spending per card is approx 4x higher than competition
- 62,000 proprietary employees globally (51% outside USA) in 45 countries
- Headquartered in New York

## Our values

Customer Commitment, Quality, Integrity,  
Teamwork, Respect for People,  
Good Citizenship, Will to Win,  
Personal Accountability



# Business Case for Diversity and Inclusion

## Consistent with our business priorities

### Diversity is :

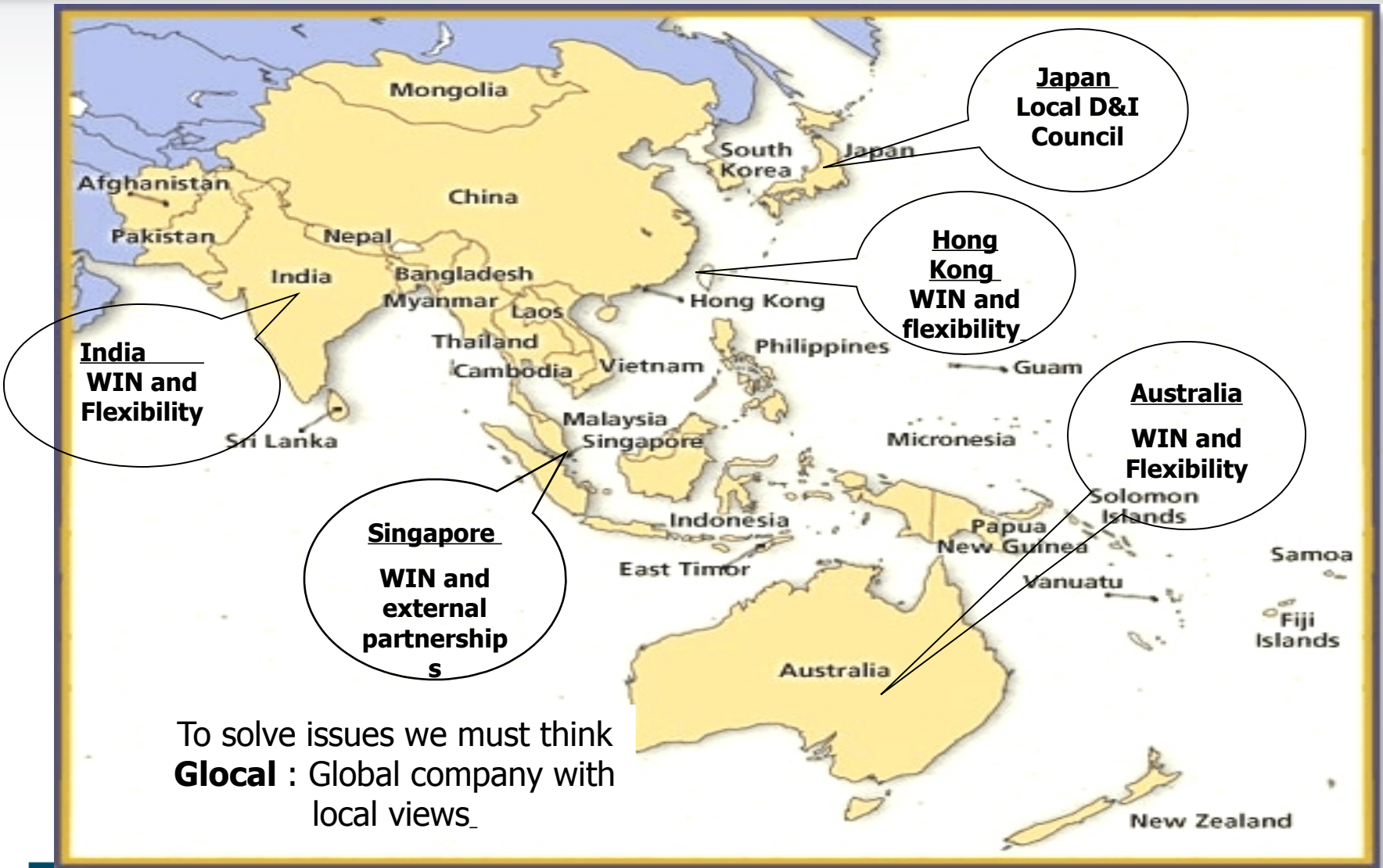
- Age
- Culture
- Sexual orientation
- Religion
- Geographic Region
- Race
- Physical ability
- Mental and physical characteristics
- Gender
- Preferences

### Why do we care ?

- Our Customers/Clients
- Globalization
- War for Talent
- Creativity & Innovation
- Image and Reputation
- Consistent with our Business Values

**“Getting the best out of people”**





To solve issues we must think **Glocal** : Global company with local views\_

## Focus groups in 2007 with High potential Female Director and above

Participants were from first level, mid level and executive level positions:

- 36% had children.
- 40% aspired to achieve only one higher band level
- 26% did not currently aspire for a higher band level or we're not sure.

7 broad categories of opportunity were identified:

- |                         |                     |                          |
|-------------------------|---------------------|--------------------------|
| 1. Networking           | 2. Hiring Process   | 3. Career Management     |
| 4. Maternity/Child Care | 5. Local vs. Expert | 6. Flexibility/Work-Life |
| 7. Market Specific      |                     |                          |

Some obstacles to career progression were non gender specific highlighting the **potential need to nurture talent** in a more active and visible manner across the business.



## A 2-pronged approach by ensuring AXP is :

### **Employer of Choice for women:**

- taking action to increase the # of women joining AXP at management levels (33% on every interview slate)
- Creating a flexible working environment that allows women the work/life balance that works for them
- Creating networks for discussion and action on topics of interest to women (Women's Interest Networks)
- Providing guidance and help for care givers (Singapore lunch and learns)

### **Creating economic opportunities for women, in the community:**

- Women in Business initiative with AXP Small Business Network in the States
- Hispanic in Women Business initiatives in the States
- Funding Micro-loans to disadvantaged young women to become small business owners in Australia

