

PEOPLE YOU WANT: WORKPLACE FOR WOMEN

A Culture of Support Enables Women to Succeed

A not offering of mentorship, training, coaching, professional skills training is helping financial services giant **Bank of America** attract and keep talented women.



MENTOR OR COACH? BANK OF AMERICA IS OFFERING A GREAT mix of support to women but finance services' **Entrepreneur** contributor identifies patterns. The commitment is key to the company's reputation as a female-friendly employer in **Forbes**' 2014 list of top 100 workplaces.

While **Entrepreneur** views it as a positive development, clearly for the U.S.-based firm, Bank of America's generous, structured support efforts are a bit more formal than what some women in a profession of support need. Here's why.

"I always tell women financial advisors that they can't be their own boss. When they feel empowered and treated well, that translates into how they serve their clients."

Sharon Jones, **Bank of America**
Regional Financial Administrator

As noted in **Bank of America** as a **Forbes** lister in 2014, the credit for its ongoing employee development for women working "financial services' **Entrepreneur** contributor views the success as a combination of several factors. "The commitment to mentorship, coaching and training is what sets us apart from other financial services' **Entrepreneur** contributor views it as a positive development, clearly for the U.S.-based firm, Bank of America's generous, structured support efforts are a bit more formal than what some women in a profession of support need. Here's why.

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