

# Toady

## Chris Blackhurst



Toady *n* a sycophant, an obsequious flatterer; *vt* and *vi* to fawn on and flatter like a sycophant

[Campaign for Merit in Business](#) presents Chris Blackhurst, a British journalist who was formerly the editor of *The Independent*, with a Toady award. On 4 June 2015 we emailed him a [public challenge](#) in connection with an [article](#) he'd written for the *Evening Standard*, in which he called for Sajid Javid, Business Secretary, to pressure FTSE100 companies into appointing more female *executive* directors, so that at least 25% of their executive directors were women 'within three years, say'.

The letter included links to [five longitudinal studies](#) demonstrating a causal link between increasing female representation on boards, and corporate financial *decline* – even when a sizeable majority of the women were appointed as non-executive directors, as in Norway, following the introduction of legislated gender quotas.

Our public challenge of Chris Blackhurst, to which he failed to respond before the deadline:

Given the evidence of a causal link between increasing female representation on boards and corporate financial decline, do you believe financial decline is a price worth paying for increased female representation on boards, and if so, what are your reasons?