



## INTERNATIONAL WOMEN'S DAY #EMBRACEEQUITY FOR WOMEN IN THE WORKPLACE

Together we can disrupt the pernicious bias that continues to leave behind our mothers, sisters, wives, friends, colleagues, and daughters to close the gendgap in the workplace.

International Women's Day (IWD) is fast approaching. March 8th, is the day each year all over the globe we recognize and honor the contributions of women while challenging the discrimination and barriers they continue to face.

IWD is an inclusive and diverse celebration that invites us to partake in nuanced conversations about women, gender, inequality, and injustice. A day to remind us to be even more mindful and welcoming of women from all continents, countries and communities.

Historically, women of color, transgender women, and queer women have been subjected to even more harmful and isolating oppression than their white, cisgender sisters, and in America and beyond, as we #EmbraceEquity, we implore you to approach all your celebrations with intersectionality and intention.

While progress has been made over the past decade in leveling the playing field for gender equality in the workplace, post-pandemic evidence suggests that the COVID-19 pandemic has had a regressive effect on gender equality these past 3 years.

**For International Women's Day and beyond, let's all #EmbraceEquity.**

### FACTS

Women leaders are [leaving](#) their companies in unprecedented numbers.

Women earn [83%](#) of what their male counterparts make for the same role.

For every [100](#) men who get promoted to their first manager job, only [72](#) women do.

Women are [3x](#) more likely to be interrupted than men in the workplace.

Less than [30%](#) of SVP jobs and above are held by women.

Men are evaluated for a promotion based on their [potential](#). Women are evaluated based on their [demonstrative performance](#).

# TOP 10 APPROACHES TO INTERRUPTING GENDER INEQUALITY

## 1. PROVIDE PAY EQUITY

While the pay gap is closing, it is still not enough. Ensure that women are paid the same as their male counterparts for the same work. Companies have a bad habit of saying, ‘that’s too much of a bump’ when assigning pay. By not taking the aggressive step of increasing pay to reach gender parity – which might be \$50,000 or \$100,000 – companies are consciously choosing to continue to perpetuate the gap and wealth inequality, even at the highest levels.



## 2. PROVIDE MENTORSHIP & SPONSORSHIP PROGRAMS

Women need champions in their corner. Encourage senior leaders to mentor or be a sponsor in the workplace. Giving women the advocacy they need to advance will help close the promotion gap. Mentors and Sponsors can help make connections at work, put forward an employee for a high-stakes assignment, expand networks, influence and aid career advancement. Let’s be honest, it is very rewarding work for the mentee and sponsor too. Everyone wins.

## 3. ADOPT FAMILY FRIENDLY POLICIES

Support work-life balance by offering remote work, part-time work and flexible hours. The choice is critical. Give employees as much agency and choice when possible. Employees who can choose to work in the arrangement they prefer—whether remote or on-site—are less burned out, happier in their jobs, and much less likely to consider leaving their companies. Women often are the ones doing double duty at home adding even more stress. Organizations that adopt policies that support employees’ well-being will win long-term.

## 4. PROVIDE A WORKPLACE FREE FROM HARASSMENT AND DISCRIMINATION

This is obvious, yet harassment and discrimination are still rampant in the workplace. Don’t be afraid to look under the hood (or bonnet in the UK). You may not like what is there at first, but identifying the issue is the first step to creating a safe workplace and reducing financial and public risk. Create a safe and respectful environment free of sexual harassment, pregnancy, gender, or racial discrimination. Foster a culture that encourages open communication, interrupts unconscious bias and promotes an inclusive workplace.

## 5. HEAR ALL VOICES

Do you interrupt your colleagues in meetings? Take efforts to break the habit. Slow down. And if you are a witness to someone doing it, interject and say you would like to hear them finish. If you notice a “repeat offender” who frequently interrupts pull them aside and point it out. Intentionally ask for others’ points of view at the table. These small gestures of respect and civility help open space for great ideas to be shared by all members at the table.

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## 6. NIX THE NON-PROMOTIONAL WORK

By default companies turn to women for office housekeeping, getting the birthday cake, being the notetaker that helps the organization but does nothing to advance careers and are rarely rewarded. These tasks tend to be less tightly tied to the organization's bottom line, and they tend to be behind the scenes and less visible. Adopt practices that all genders share in these duties. Don't let the burden fall on women just because that is the way it has historically been done.

## 7. PROVIDE EDUCATION

Educate employees so they develop an understanding of how to be an ally and upstander, and how their own bias may impact the workplace. Microaggressions, the small slights when said over time leave a lasting scar. While often unintentional, the impact runs deep. When employees build awareness and empathy through education they better understand and have compassion for one another's plight. With the right training, employees will think twice about Intention vs. Impact.

## 8. FIX THE BROKEN RUNG

Women are already significantly underrepresented in leadership. To compound the issue, more women leaders are leaving their companies. For every woman at the director level who gets promoted to the next level, two women directors are choosing to leave. Yet data shows companies in the top quartile for gender diversity were 25% more likely to have above-average profitability than companies in the fourth quartile.

Take highly targeted steps to fix the broken rung. This starts with identifying where the largest gap in promotions is for women in their pipeline. Then make sure women and men are put up for promotions at similar rates, monitor outcomes to make sure they're equitable, and root out biased aspects of the evaluation process. Yes, those biases are there. You just may not be aware of them.

Organizations must commit to changing the fundamentals of advancement so that the C-Suite can become a better representation of its employees and the communities they serve. It's long past time for leaders to break the glass ceiling – not from the bottom up, but from the top down.

## 9. USE SUPPLY CHAINS AND PROCUREMENT PRACTICES TO SUPPORT WOMEN-OWNED BUSINESSES

Don't just make changes internally, but externally also give support. Hold suppliers accountable to diversity & inclusion targets.

## 10. HIGHLIGHT INTERNATIONAL WOMEN'S DAY IN YOUR COMPANY NEWSLETTER

If your company sends a newsletter to customers or team members, this is a great way to inform your community about International Women's Day. You can create a section where you highlight accomplishments from women breaking boundaries, point to organizations to support and share ways to give back to women in your community.

# CHOOSE THE RIGHT PATH

The COVID-19 crisis has pushed corporate America to reimagine the way we work. Three years later, employees want to move forward with the workplace of the future.

This is especially true for women. Women are ambitious and hardworking. They're more inclusive and empathetic leaders. And they want to work for companies that are prioritizing the cultural changes that are improving work. Companies that rise to the moment will attract and retain women leaders—which will lead to a better workplace for everyone.

If companies don't act, they risk losing not only their current women leaders but also the next generation of women leaders. Young women are even more ambitious and place a higher premium on working in a fair and inclusive workplace. They're watching senior women leave for better opportunities, and they're prepared to do the same.

By looking internally and externally to interrupt gender inequality, organizations can change the trajectory if they commit to it like any other business problem—with intention, accountability, and commitment to right past wrongs. Women need more companies like yours to #EmbraceEquity for women in the workplace - and beyond.

