

everywoman and national media company partner on Gender Climate Report

A national media company partnered with everywoman to create a targeted action plan to significantly reduce their gender pay gap.

1

Needs analysis

everywoman started the project with an in-depth consultation in order to outline a brief and requirements.

2

Diagnostic

everywoman designed a framework and questions for the initial diagnostic which consisted of an online questionnaire. The results of the diagnostic were used to create a roadmap of activities.

3

Roadmap

Following the diagnostic a bespoke roadmap was created containing the following activities:

Focus groups

everywoman designed, ran and moderated 6 focus groups: 3 female only, 2 mixed and 1 male only. One group was the senior team.

Data analysis

Quantitative and qualitative data analysis was performed to highlight key trends in the data.

Reporting

A comprehensive report on findings was shared with senior leadership in order to inform further activities.

Recommendations

everywoman delivered a number of actionable recommendations based on the report's findings aimed at addressing key issues specific to the organisation.

4

Outcomes and actions

The programme was successful at identifying and targeting key areas of improvement as well as creating a safe environment for information to be communicated between employees and the leadership team.

A plan of key actions was created, outlining the direction of future efforts and ensuring that the organisation is able to build on learnings from the report.