

every
woman

**Gender intelligence:
Understanding the gender dynamic in
workplace culture**

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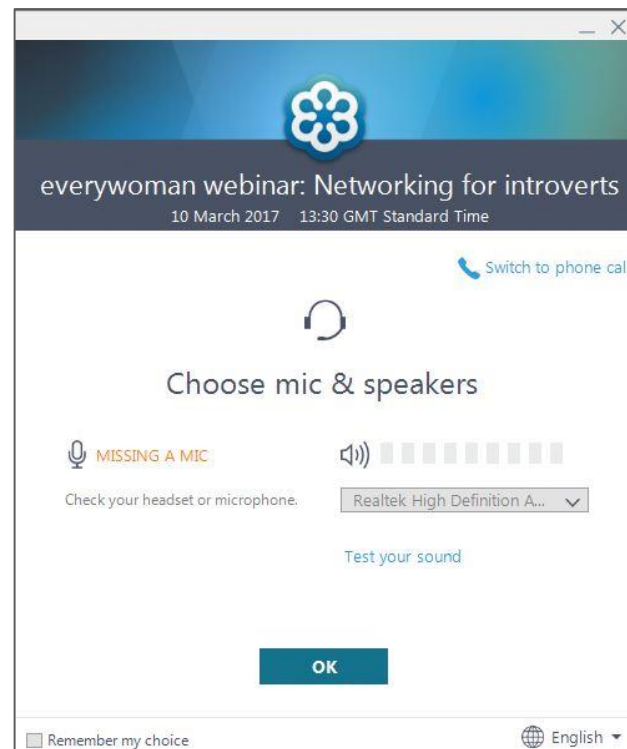


Audio connection

You will not need a microphone

To use headphones, click 'OK'

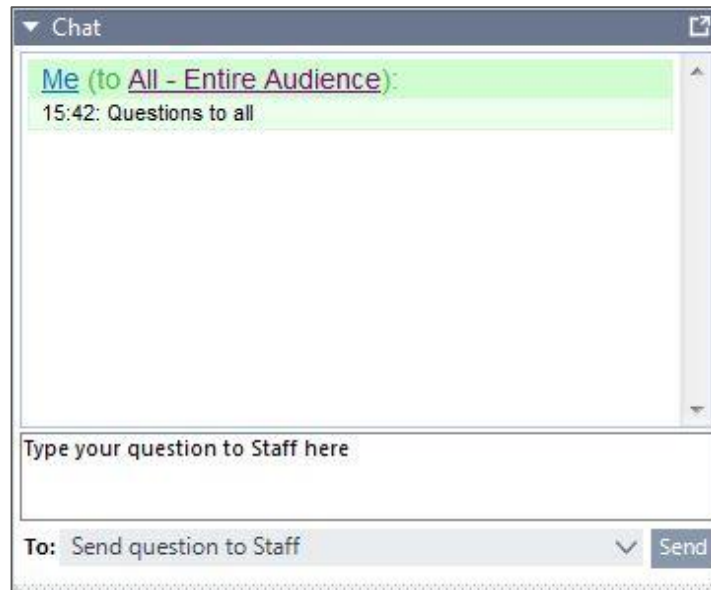
To dial in and listen via phone, click 'Switch to phone call' and follow the instructions on screen



Technical support

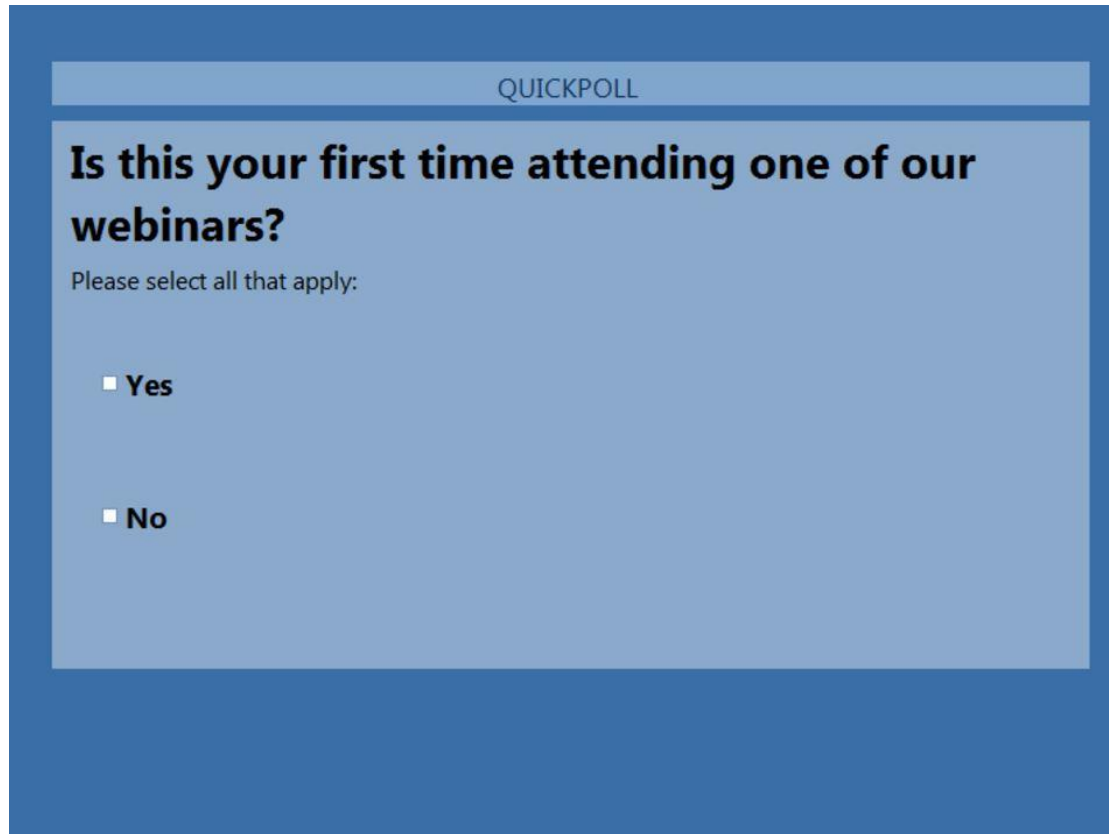
If you have any questions regarding sound or any other technical issues, click the 'Help' button in the top toolbar

Send a question to 'All Staff' using the 'Chat' function



Polling

Polls will appear on the main screen in place of the presentation. At the end of the poll, the result will be shown on your screen.

A screenshot of a poll interface. At the top, a light blue header bar contains the text "QUICKPOLL". Below this, the main question is displayed in bold black text: "Is this your first time attending one of our webinars?". Underneath the question, it says "Please select all that apply:". There are two options listed: "Yes" and "No", each preceded by a small white square checkbox. The entire poll content is set against a light blue background within a darker blue frame.

QUICKPOLL

Is this your first time attending one of our webinars?

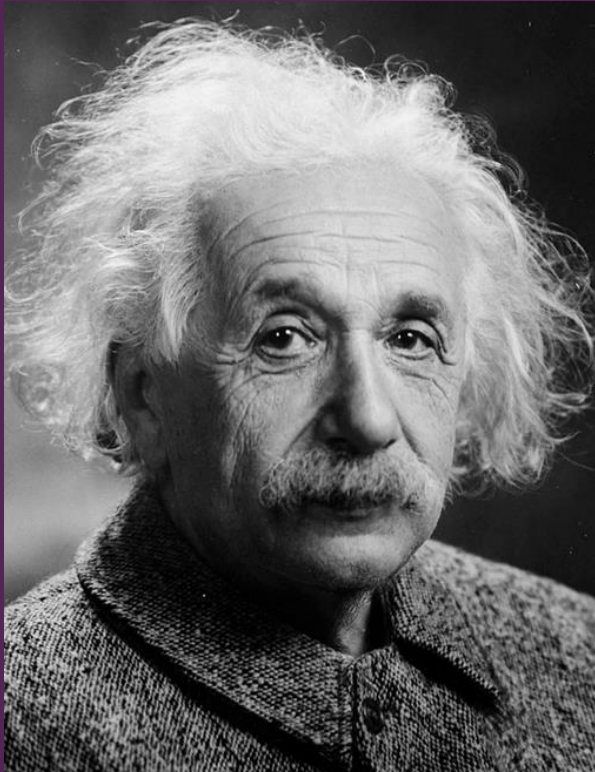
Please select all that apply:

- Yes
- No

everywoman expert

Fiona Morden





“The definition of insanity
is doing something over
and over again and
expecting a different
result.”

Albert Einstein

“It is time that we all see gender as a spectrum instead of two sets of opposing ideals.”

Emma Watson



Fact: Diverse teams perform better

GENDER BALANCE IN MANAGEMENT CASE STUDY¹

AMONG
50,000
MANAGERS

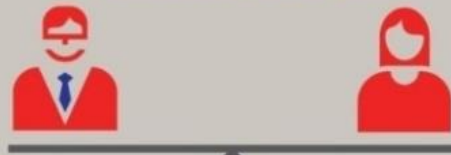


IN
90
ENTITIES²

WHAT ARE
THE KEY FINDINGS?

THE OPTIMAL BALANCE

BETWEEN
40% TO 60%
MEN AND WOMEN



EFFECTIVE GENDER BALANCE
IN MANAGEMENT

PERFORMANCE INDICATORS IMPACTED

FOR GENDER-BALANCED ENTITIES

BETTER EMPLOYEE
ENGAGEMENT

+4 POINTS

in employee engagement
between 2010 and 2012.

GROSS
PROFIT

23%

Entities with gender-balanced
management were 23% more
likely to show an increase
in gross profit over the past
three consecutive years.

STRONGER
BRAND IMAGE

+5 POINTS

in client opinion
between 2010 and 2012.

ORGANIC
GROWTH

13%

Entities with gender-balanced
management were 13% more likely to
show consistent organic growth over
the past three consecutive years.

1. Source: Sodexo
2. Every Sodexo entity was included except entries with less than 25 employees in order to avoid misinterpretations



Myth 1:

“The business case for gender diversity is working.”

Research reality:

- The personal case for gender diversity is a powerful change enabler
- Authentic storytelling taps into motivations and connects to values

GQ – Myth-busting action:

- ✓ Be the culture - speak up about why gender diversity matters to you

Myth 2:

“Women don’t have the networks to open doors to the top.”



Research reality:

- Networks are important to everyone
- Gender dynamics can affect how connections work or feel

GQ – Myth-busting action:

- ✓ Be the connector... and be connected
- ✓ Value mentoring/sponsorship
- ✓ Support networking structures - take others with you



Myth 3:

“Women leaders pull up the career ladder behind them.”

Research reality:

- Both men and women are important as role models to aspirational talent
- Expectations can be higher for women to be active in talent 'nurturing'

GQ – Myth-busting action:

- ✓ Don't be a ladder kicker!
- ✓ Do be active as a role model
- ✓ Do encourage/enable men to be active/GQ builders as much as women

A woman with long, wavy red hair is sitting on a mossy rock on a hillside, looking out over a vast landscape. She is wearing a dark, ribbed hoodie and light-colored pants. The background features rolling hills, a lake, and mountains under a cloudy sky at sunset or sunrise. The overall mood is contemplative and serene.

Myth 4:

“Women don’t stick it out to get to the top.”

Research reality:

- Culture impacts on the choices made to go on, go up, or go out
- Retraining is easier for those who feel freer to take career risks
- GQ culture doesn't expect men or women to 'man up'!

GQ – Myth-busting action:

- ✓ Know your worth - choices then become purposeful
- ✓ Have trusted advisors on hand with advice when barriers or knocks come your way

Myth 5:



“Women don’t get to the top because they lack confidence.”

Research reality:

- Different behaviours that don't fit the norm can be incorrectly interpreted as 'a lack of confidence'
- Different terminology and expression can lead to incorrect perceptions about self-belief and ability

GQ – Myth-busting action:

- ✓ Watch out for when the 'C' word is used or referred to; challenge or check so that interpretation matches reality
- ✓ What frame of reference is being used

POLL (Select all that apply)

How live are these 'myths'?

- Have any affected you or your career at any point?
- Have you (if you're honest) ever thought or unintentionally reinforced any of them?
 - a. Women don't have the networks needed at the top
 - b. Senior women pull up the ladder behind them
 - c. Women don't stick it out to get to the top
 - d. Women don't get to the top because they lack confidence

In summary...

Develop and demonstrate your GQ

Fact or Myth? Will you...

- ✓ Use your story: why does gender diversity matter to you
- ✓ Tune in: spot and call out gender dynamics
- ✓ Challenge stereotypes: yours and others
- ✓ Open up dialogue: encourage new thinking
- ✓ Be involved: develop GQ in your workplace
- ✓ Stand tall: and help others to do so too

Be the change

Any questions?

A diverse group of people, including men and women of various ethnicities, are seated in a classroom or lecture hall. In the foreground, a Black woman with curly hair is smiling and raising her right hand. Other people in the background are looking towards the front of the room with various expressions of interest and engagement.