

every
woman

Making Gender Diversity Work for Smaller Brands

Webinar, [everywomanNetwork](#)





Pippa Isbell
everywoman expert





The business case for gender diversity

The business case for gender diversity

25%

There is an increased likelihood for businesses to have profits above their industry average, if they are in the top 25% of gender diverse businesses for executive teams.

30.1%

Gender diversity in UK companies is lagging behind our European counterparts, with only 30.1 per cent of company seats being held by women in the UK.

McKinsey & Deloitte



The business case for gender diversity

£55bn

Potential increase in the size of the UK economy by 2030, if we equalise labour market participation.

21%

The most gender-diverse companies are 21% more likely to experience an above-average profitability.

*European Institute
for Gender Equality
& McKinsey*





Poll One

Tell us about your business (tick all that apply)

There are female leaders in my business with good promotion prospects

We lose good women before they reach senior management

The type of business we are in makes it harder to recruit women

Our male colleagues are proactive allies

DE&I benefits companies

- A broader talent pool
- Different perspectives
- More representative of customers
- Improved reputation
- Better staff retention



Diverse Teams

- Solve problems faster
- Are more innovative
- Are more engaged
- Collaborate more effectively



A central thought for today

“ We have learnt ... that there is a strong business case to create a space for our women to meet and work together, and we have seen this translate into a strong return on investment that clearly benefits both our women and their colleagues across the rest of the organisation. ”

Seshni Samuel EMEIA Talent Leader EY

Fleur Bothwick EMEIA Director of Diversity and Inclusive Leadership EY

What do we mean by Diversity, Equity and Inclusion?

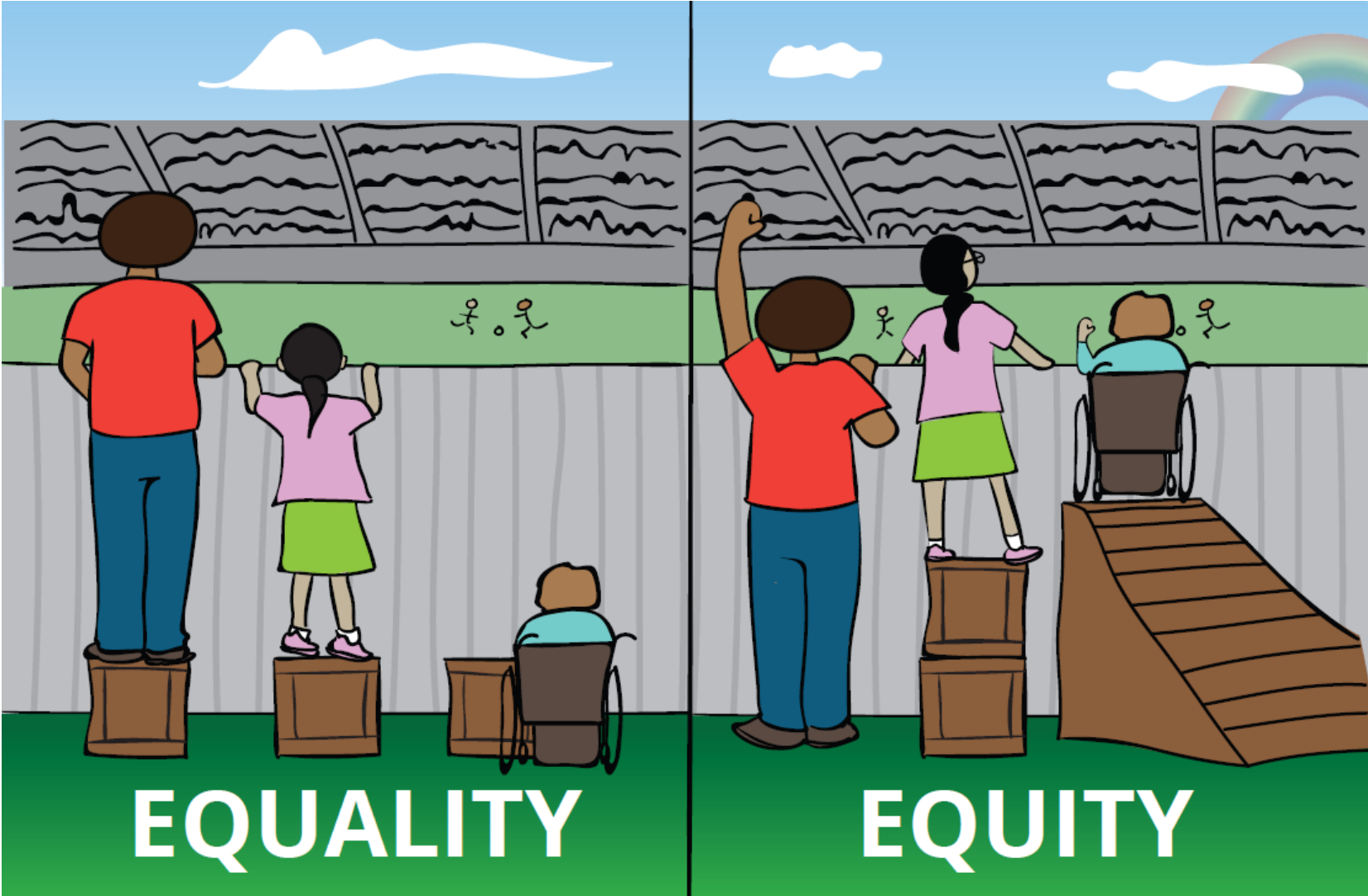
Diversity relates to a group of people with a wide range of characteristics, such as gender, age, race, sexual orientation, disability, religion and more.

Equity is about fairness and ensuring there is a level playing field for everyone.

Note: Equity is different from Equality.

Inclusion (and an inclusive workplace) is when everyone's contribution is appreciated, and they feel like a valued member of the team

The difference between Equality and Equity



“

Inclusion in the workplace is about ensuring that everyone feels valued and respected as an individual.

”



Poll Two

Have you ever felt this way – or known of others who have?

I sometimes don't feel my contribution is being taken seriously

Since I moved to working mostly from home, I feel out of the loop

I don't feel (or know others who don't feel) able to be open about my/their sexuality at work

I once turned a job down because the company didn't appear sufficiently inclusive

How will we know if we're getting it right?

- Is there a sense of belonging?
- Do colleagues feel comfortable sharing?
- Do they feel comfortable bringing their whole selves to work?
- Is everyone in the team thriving?

McKinsey



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To make meaningful and sustainable progress toward gender equality, companies should consider focusing on two broad goals: getting more women into leadership and retaining the women leaders they already have.

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What holds women back from leadership

- Structural and organisational impediments
- Unconscious bias and stereotypes
- Lack of actionable feedback
- Lack of opportunity
- Lack of role models
- Second-generation bias



Avoiding 'Second-Generation Gender Bias'

- Identify and spotlight role models
- Check whether your structures disadvantage women
- Provide access to mentors, coaches and networks
- Value women for the outcomes they achieve



Mindset Quiz

- Solving problems, I'm not afraid to think big
- I find it difficult to receive negative feedback
- I am prepared to invest time in learning a new skill
- If I don't understand, I keep quiet. I don't want to expose weakness
- I am delighted when a friend or co-worker succeeds
- I would rather do an easy job perfectly than make mistakes in a more challenging situation
- I avoid operating outside my comfort zone - it's too stressful
- I believe you can learn to be creative
- I'm only as good as my last piece of work
- I'm not afraid of failing



"Failure is an opportunity to grow"

GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try new things"

"Failure is the limit of my abilities"

FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like to be challenged"

"I can either do it, or I can't"

"My potential is predetermined"

"When I'm frustrated, I give up"

"Feedback and criticism are personal"

"I stick to what I know"

“

It's not how good you are but how good you want to be that matters.

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Caroline Castrillon
for Forbes



The case for gendered learning

- Moving into leadership involves an identity shift with different behaviors needed to succeed– this requires the right environment and safe space to empower women to change.
- Women in women-only groups have more open, honest and personal conversations through which they realise that the challenges they face may be gender related, rather than personal, and this gives them a confidence boost.
- Powerful connections and networks are established which provides ongoing support and peer-to-peer mentoring.
- Feedback to the organisation from delegates to our courses can help to remove some structural and organisational barriers.



“ Creating a safe setting—a coaching relationship, a women’s leadership program, a support group of peers—in which women can interpret these messages is critical to their leadership identity development. ”

Herminia Ibarra



Cost effective ideas for getting started

- Ensure your culture is psychologically safe, respectful of differences and inclusive
- Actively recruit for a gender diverse team
- Offer learning opportunities, encourage curious minds
- Develop a mentoring scheme
- Encourage internal and external networking
- Empower women to create their own support group
- Speak to everywoman about what we can offer



The case for gendered learning, what works:

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