

Top 50 Facts & Tips



to help you get better gender balance in the workplace

- 1. Bridging the gender gap in the UK by **2025** would add as much as **£150bn** to the economy.
- 6. Having at least one female director on the board appears to cut a company's chances of going bust by about **20**%. Having two or three female directors lowers the risk even more.
- 2. The UK economy will need **two million** new managers by **2024** and **1.5 million** will need to be **women** to achieve gender balance.
- 7. When employees feel their organisation is committed to diversity and they feel included, the ability to innovate is increased by more than **80**%.

- 3. Organisations with inclusive cultures are **twice** as likely to meet or exceed financial targets and **8 times more** likely to achieve better business outcomes.
- 8. When leaders are perceived by their teams as being inclusive, **81**% of workers indicate this has a positive impact on their productivity.

- 4. The U.K. economy could get a **\$178 billion** boost by raising female employment to match levels seen in Sweden.
- 9. With **80**% of purchasing decisions in the UK made by women, firms with diverse leadership teams are likely to have a better understanding of market behaviour.

- 5. Companies with greater numbers of women leaders fare better in periods of greater economic volatility.
- 10. Organisations that successfully create an inclusive culture have **39**% higher customer satisfaction scores than those that do not.

MORE BALANCE IS A BUSINESS NOBRAINER





... IT ALSO HELPS WITH RECRUITMENT AND RETENTION

- 11. Companies are increasingly recognising the business case for a diverse workforce, with **60**% saying it helps attract and retain staff, while half said it increased skills in the workforce.
- 14. When considering whether to apply for a post, **56**% of women look at whether the organisation publicly shares its progress on diversity.
- 17. Companies with a more inclusive culture find it easier to recruit women initially and more diverse workplaces have a **22**% lower turnover rate.

- 12. **67**% of women will look at whether a potential employer has positive role models similar to them
- 15. Female millennials in particular look for employers with a strong record on diversity, with **85%** saying it's important to them.
- 18. When considering a potential employer, **61%** of women look at the diversity of the employer's leadership team.

- 13. **Two thirds** of people consider diversity important when deciding where to work.
- 16. **58**% of managers say attracting and retaining talent is a key driver for improving gender balance.





BUT THERE'S STILL A LONG WAY TO

- 19. **81**% of managers have witnessed some form of gender discrimination or bias in their workplace in the past 12 months.
- 25. Most VC investments are made into all male founders teams, **83**% of UK VC deals involved founder teams with no women on them.
- 20. Only around **half** of all employees think that their company sees gender diversity as a priority and is doing what it takes to make progress.
- 26. Only **27**% of managers say their organisation measures the impact of gender diversity practices.
- 21. Just **27**% of employees say that managers regularly challenge biased language and behaviour when they observe it.
- 27. **60**% of men say they have not witnessed any gender discrimination, versus less than half of women.

- 22. Only **26**% of women feel that they have directly benefited from their company's gender diversity programme.
- 28. Female UK employees tend to cite obstacles related to retention (39%) and advancement (34%) in their roles as the most important to tackle.
- 23. In 2018 in the UK, nearly **two-thirds** of board appointees within the FTSE100 were men, and the number of female chief executives had also fallen from 15 to 12.
- 29. **Two thirds** of those surveyed believe that women won't achieve equality in their country unless men take actions to support women's rights too.
- 24. **76%** of people, both men and women, are gender biased.
- 30. In 2019, **4 in 10** UK companies that have published their latest gender pay gap report wider gaps than they did the previous year.



HERE ARE SOME THINGS YOU CAN DO TO START TO CHANGE THINGS...

FIRST IMPRESSIONS

31. Start with a fresh pair of eyes - what first impression does your company give – your brand, images, website, what are people saying about you?

34. Instead of trying to shove women into the roles that men have been doing for decades, be more interested in hiring savvy women to develop new roles and benchmarks for how success is created.

37. Give employees a safe space where they feel they can give honest feedback and explore potentially uncomfortable issues, such as unconscious bias, perceptions and barriers.

RECRUITMENT

- 32. Remove names from the recruitment screening process and select candidates for interviews based only on education, experience and other requirements.
- 33. Is the language you use creating barriers? Check out textio.com website to help with checking your language.

RETENTION

- 35. Involve everyone. Men are important as change agents and role models, and need to be part of the change. Promote both male and female gender diversity ambassadors at all levels.
- 36. Learn from others use role models, mentoring, and share good practice and lessons with external organisations, be open to learning from others.

- 38. Have smarter working policies that really work for all employees.
- 39. Paying employees fairly and equally based on experience level, not on gender, is truly the first step needed to properly promote gender equality.

PROGRESSION

40. Even with the best of intentions, unconscious bias is a reality - being aware of this and acknowledging it is the best step to being more open, objective and honest in the workplace.

44. Keep a learning mindset and be open to trying different things. Feedback may be uncomfortable but consider it a valuable opportunity to learn and improve.

48. Re-evaluate team activities. Are your team-building activities fun for everyone, or do they skew towards "bro-friendly" activities? Are office events convenient for working parents? Take into account women have different safety considerations when they travel late at night.

41. Watch meeting dynamics: do male voices dominate? How often do female team members take the floor? Solicit opinions from less outspoken employees and make sure the definitive voice isn't just the loudest one.

CULTURE

45. Take an honest look at company culture, most organisations will need to transform their cultures in the long term to become fully inclusive.

REPUTATION

49. Know your values and how they are reflected outside the organisation, do they run through everything people do and say about you?

50. Benchmark yourself against those companies whose reputation you admire and aspire to, identify what it is that they do they do differently.

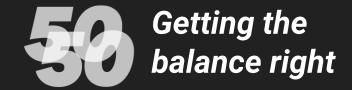
LEADERSHIP

42. Get commitment and buy-in all the way through the company, including the board and middle managers – it's not just an HR issue.

43. Make it a business issue and management priority – align it to your business plan, set targets, measure progress and report on impact, in a meaningful way.

46.Create a cross-functional team to study the current culture and present to execs what other companies -- competitors and non-competitors alike -- are doing to promote female equality and the positive effects on culture, retention and bottom line.

47. Ask questions respectfully if you don't understand the issue, and learn from the answers.



Getting the balance right

Our 50:50 mission is to achieve gender equality in the workplace.

If you'd like to discuss how 50:50 can help your organisation achieve a better balance, get in touch with us:



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