



A Call to Action and Model for Gender Equality

## GENDER PARITY BY 2030

A Call to Action from Women Business Leaders

We are a movement of CEOs, senior executives, founders, board members, and business academics who are committed to achieving a new norm in corporate leadership: one in which women and men have equal power, status, and opportunity. Powerful evidence links gender-balanced leadership with financial and stock market outperformance. Simply put, companies with women of all backgrounds in senior leadership positions have superior financial results.

Gender inequality in the C-Suite and on Boards is entrenched in the corporate world. We used to believe the pipeline would resolve the Problem. But, McKinsey & LeanIn.org predict that "...it will take more than 100 years for the upper reaches of US corporations to achieve gender parity."\* Is this acceptable for businesses and the economy? We believe it is not. Instead, we are enlisting CEOs to join us in the PARADIGM FOR PARITY® movement for change.

In order to speed up the pace of gender equity in senior executive roles and on corporate boards, we have created the PARADIGM FOR PARITY® roadmap. Based on our extensive discussions and research, this agenda defines bold and specific actions that, taken together and implemented as a package, will catalyze change and allow today's business executives to secure the best leaders of tomorrow, while tapping the immense potential of all women.

Swift and effective measures to address the leadership gender gap will reap huge dividends for business, the economy and society. Further delays will negatively impact the cost to corporations and our competitive position in the global economy. Now is the time to take definitive action to create the gender balance that will generate those benefits.

Jewelle Bickford, Ellen Kullman and Sandra Beach Lin, Coalition Co-Chairs

\* "Women in the Workplace," LeanIn.org & McKinsey, September, 2015  
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## THE 5-POINT PARADIGM FOR PARITY® ROADMAP

### WE CALL ON OUR FELLOW CEOs AND BUSINESS LEADERS TO:

- 1** Minimize or Eliminate Unconscious Bias. Initiate unconscious bias training. Engage men and women at all levels, starting with the CEO and senior leadership. Ensure that your company leaders comprehend, own and address the conscious and unconscious biases that prevent women from succeeding.
- 2** Significantly Increase the Number of Women in Senior Operating Roles. Make full gender parity (50/50) your ultimate goal. As a near term goal, target that a single gender will not account for more than 70% of a leadership level, from the Executive Management Group downward. Move to 60% as a medium term goal.
- 3** Measure Targets at Every Level and Communicate Progress and Results Regularly. Set measurable goals and hold yourself and your senior team accountable. Communicate results to your wider organization and board. Expect meaningful progress each year, with the aim of parity by 2030. Work with investors as they increase the pressure to measure and monitor diversity progress. Share statistics with other CEOs and consider publishing results over time.
- 4** Base Career Progress on Business Results and Performance, Not on Presence. Give women and men control over where and how they work, whenever workable. Acknowledge the needs and expectations of Millennials, an important talent pool. Find ways to work more flexibly to meet the needs of all employees. Create cultural change so that working flexibly is embraced, and not an underused and overtalked about benefit.
- 5** Identify Women of Potential and Give Them Sponsors, as well as Mentors. Meritocracy is an often used, and more importantly misused, belief because our biases affect our view of performance and merit. Women of all backgrounds need career sponsors and access to networks of influence. Men, who are still the majority of leadership, have a critical role to play in advocating for women, both internally and in the wider corporate world. Look for the best within your organization and help them to succeed by assigning each woman a mentor and a sponsor.

Working with our colleagues and others across the globe, we pledge to use all five of these action steps to establish parity in our own businesses.

## THE TOOLKIT



## 1. UNDERSTAND THE BASELINE

- **Current Seniority Snapshot:** Evaluate your employee gender mix by title and job code.
- **Historical Comparison Snapshot:** Examine historical statistics in relation to your current seniority snapshot to understand progression over time.
- **Time In Role Analysis:** Look across your population and understand how long individuals have been in their current roles. Average time in role by gender can help to identify where women of all backgrounds may get “stuck” in your organization.
- **Hiring (3-Year Look-Back):** Analyze the gender mix of your recent hires, by seniority, to see if your hiring process perpetuates gender bias. This can be a valuable tool for assessing the root causes of bias.
- **Promotion (3-Year Look-Back):** A gender mix analysis of recent promotions, by level, may show unconscious biases in your promotion process. Insights can be used to make changes in the process (e.g., slates, unconscious bias training, etc.).
- **Employee Engagement Survey:** Read employee engagement surveys for differences in gender perspectives. This can help to identify both the root causes impeding diversity, and managers who rank highly on diversity and inclusion.
- **Post Departure Interviews:** Conduct interviews 3 to 6 months after departure. Research shows these can help to identify root causes impeding diversity and to drive improvements in this area. (Note: insights collected from these interviews may also be beneficial in other areas.)

“ [We] have for the first time published our own data on gender diversity – 39% of our new hires and 11% of our senior leaders are women. Sharing these numbers is uncomfortable, as they are lower than we’d like. But there’s nothing like transparency and clear goals to concentrate minds and galvanize action.”

Dominic Barton

Global Managing Director, McKinsey & Co.  
Wall Street Journal, September 30, 2015

## 2. IMPROVE YOUR INTAKE

- **Institute Blind Resumes:** The removal of names for resume screening is a powerful and proven tool for achieving more gender-neutral candidate pools.
- **Create Gender-Neutral Job Descriptions:** Most corporate job descriptions are written to appeal to men. Consider hiring a consultant to help you write more gender-neutral postings; this may increase the number of qualified women applicants. Consultants can also review your promotion and evaluation forms/tools for bias, another best practice.
- **Establish Diverse Interview Panels:** Research shows a strong and constant familiarity bias in hiring decisions. Most people like to hire those who look and act like they do. To minimize this bias, engage a diverse set of interviewers. A 50/50 rule of thumb is a good place to start.
- **Utilize Pool-Based Hiring:** Pool hiring allows you to look at diversity statistics holistically – before making offers. Gender balanced pools are ideal. In cases where the population of all potential candidates is more male-biased (e.g., engineering), consider targeting the population plus 10%.
- **Create a Sourcing Mechanism for Bringing Talented Women of all Backgrounds Back on Board:** Women returning to the workforce can provide a robust pipeline of diverse talent. Effective ways to create this pipeline include: 1) active management of your alumnae network in order to maintain contact with talented women of all backgrounds; and 2) development of internship programs for qualified women who have taken time off.
- **Require Diverse Hiring Slates:** Require a diverse slate of candidates for each position. A rule of thumb is 50/50, but if that is not possible, insist on the population plus 10%. For example, if the pool of available candidates is only 20% women, require a 30% diverse slate. (Note: Some leading institutions require specific notes explaining why diversity candidates on slates are not hired.)
- **Establish a Diversity Recruiting Office:** Effective diversity recruiting requires establishing relationships and identifying qualified candidates before a role becomes available. Designate an HR team to focus on diversity recruitment. This group can develop networks to identify and attract diverse talent. Tactics may include targeting educational institutions that yield more diversity hires, and hiring executive search firms with demonstrated commitments to diversity.

### 3. MANAGE WITH A DIVERSITY MINDSET

- Combine Unconscious Bias Training and a Manager Playbook: Require unconscious bias training for all leaders. Supplement training with frequent “best practice” pushes to form a manager playbook. For example, require women to sit at the table for important group meetings. (Women often cede places of power to men, even when they are of equal status.)
- Create Clear and Accountable Diversity Objectives for Individual Managers: Hold senior management accountable for divisional progress on diversity. A portion of the compensation pool, e.g., 10%, can be set aside for divisions who achieve diversity objectives. Discrete objectives can also be utilized, e.g., require each member of your executive management group to sponsor a diversity candidate.
- Institute Slate-Based Promotion Processes with Full Consideration of All Diversity Candidates: Examine diversity candidates who were not promoted (or hired). Active decisions on diversity candidates can help to counteract unconscious bias, and direct feedback helps diversity candidates to receive the guidance required for career progression.
- Cascade the “Plus One” Tactic: The plus one” tactic requires all senior managers to add one diversity candidate to their leadership teams or executive committees. This approach quickly creates more visibility for diversity candidates and ensures a more diverse perspective.
- Create Benefits to Reduce “Other Time” Barriers: Women of all backgrounds often face more responsibilities at home (children, aging parents, etc.). Diversity may be improved by increasing benefits designed to help reduce the time requirements for these tasks, e.g., on-demand, web based medical attention or group pricing for commonly needed services.
- Adopt the 70% Rule: Make it a requirement that no single majority group (gender, ethnicity, etc.) can represent more than 70% of the participants. Showing diversity via this rule (e.g., in meetings, panels or Town Hall presentations) signals a commitment to diversity and enhances the sense of fit for diverse employees.

# THANK YOU

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