



the female factor presents

diversity & inclusion

checklist for your business

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CHAPTER

01



what is gender diversity?

a term which is used daily - but what does it actually mean?

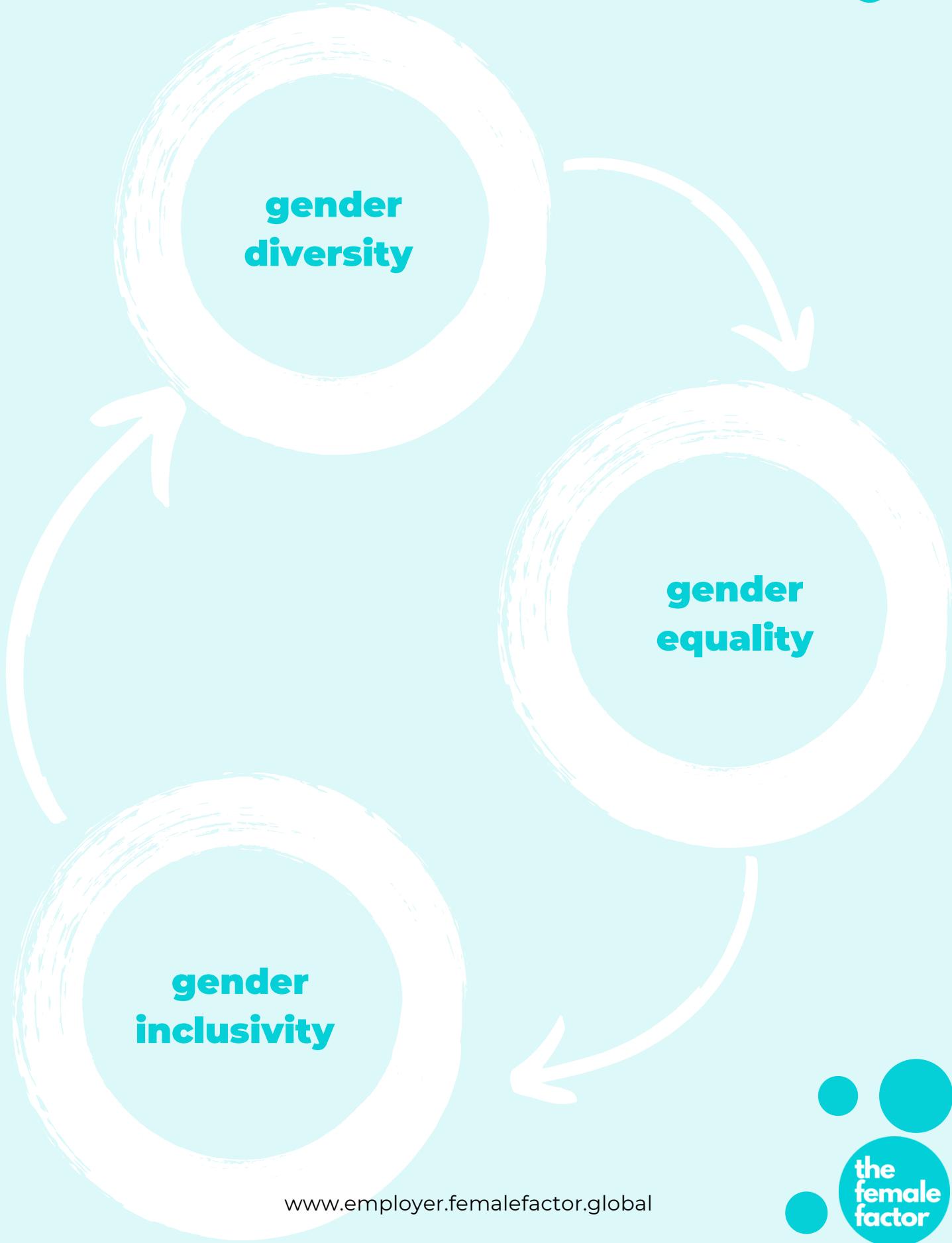
Gender diversity is the equitable and fair representation of all genders in the workplace.

Gender equality is when people of all genders have equal rights, responsibilities, and opportunities.

Gender inclusivity is when all services, opportunities, and businesses are open to all people regardless of gender or societal norms.

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CHAPTER

02

why is gender diversity important?

*why your company should engage with
gender diversity*

Gender diversity, gender equality, and gender inclusivity send an industry message about your company - a wholly positive one at that. Not only will gender diversity help your company possess a competitive advantage, but also reap the **benefits of having women in their workforce and in leadership positions.**

benefits of engaging with gender diversity

more innovation and creativity

higher business revenue

broader range of skills

happier employees

increase of job acceptances

increased productivity

CHAPTER

03



how to get started with your diversity & inclusion journey

let's get you through some steps to take you on this journey.

Often it can be daunting when attempting to branch into diversity and focusing on the needs of a diverse range of candidates to make them feel welcome at your company.

However with the help of the following steps, the process will become much more manageable!



reflect on internal steps to take within the company

The first step which your company should focus on is internal reflection within your company, focusing on how your company engages with both potential and current female employees and other underrepresented groups..

Reflection involves taking note of existing the practices which support and encourage diverse employees within your company. Through reflection you can begin to change and adjust your existing business practices to be inclusive.

This is to facilitate the creation of a positive and understanding work culture for your employees. Through having a strong and supportive work culture, it will help clear the way for the transition of the changes to company practices.

”

Reflection leads to the creation of a positive work culture

key questions for your company's reflection

is your brand image inclusive of diverse employees?

do you prioritise diversity and inclusion throughout your business practices by setting diversity goals?

do you use gender-inclusive language within your business and externally to the public?

are you really supportive of minorities in leadership positions?

do you, as a company, take the time to support, and celebrate your diverse employees?

offering benefits to and facilitating your diverse employees' needs

Once you have identified where your company could adjust its business practices so that it may become more attractive for diverse employees, it is then important to note the type of work you are advertising. Through facilitating various options it shows potential employees that your company is actively inclusive and considerate of the needs of all employees.

It is important to note the benefits which diverse employees value. As these often differ from our standard business practises, it is crucial that your business tailor your benefits offered to the employee who is applying for the position.

what female leaders want: priorities for women in the workplace

companies should focus more on...

female leadership

50%

talent support and mentoring

50%

regular feedback

40%

transparency of salaries

40%

factors impacting gender equality at work are...

flexible working hours

71%

equal pay

67%

equal opportunities for growth

65%

women leaders

62%

”

By committing to actively changing your company practices, offering more working scenarios, and diverse benefits, your company is not only contributing to becoming a more inclusive workplace for employees but also helping to change the industry standard of what it means to be gender diverse.

show how you support your diverse employees

It is important to show how your company supports diverse employees, in all areas of the organisation. Through employing diverse leaders within your company it **sets the precedent that your company supports and actively employs diverse talents in high power positions**. This then shows potential employees that there are possibilities present to further their career in the company and can contribute to why they would choose to work for your company over others.

Your company can engage in showing support in a number of ways. One of the most effective ways is to start a mentoring program or network or engage with an existing program focusing on underrepresented groups. This shows a clear commitment to progressing your diverse employees' careers within the company. Having role models for your employees encourages them to stay with the company as you are fostering an environment of growth and development.





establishing gender diversity KPI goals

When you have identified and employed methods that show how your company supports women and underrepresented groups, it is important to then focus on your employer branding. This encompasses what your company wants to focus on to attract, recruit and retain. It is important to identify what your KPIs (key performance indicators) are and to focus on adjusting your business strategy so that you can align with those. This stage is particularly important as it identifies your business in the industry and it can hold influence when attempting to become more diverse and inclusive.

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When first implementing diversity choose tangible and achievable KPIs

percentage of diverse applicants per year

employee referral score among diverse employees

clicks on job advertisements

KPI's

percentage of diverse applicants per job posting

time-to-hire

employee satisfaction score among diverse employees (NPS)

use gender-neutral wording

Once you have analysed how your business operates and have made the changes necessary in terms of employer branding and implementing tangible KPIs to fulfil your diversity goals, it is important to also look at how you advertise positions in your business. The key here is gender-neutral wording.

For example, instead of saying “he or she” use “they or you”.

The same applies to the position which you are advertising. It focuses purely on the title of the job and the key tangible skills and attributes that candidates should possess. Replace “Looking for a dominant rockstar to become the next courageous project leader” with “Hiring opportunity for an experienced person to become our next project leader”.

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Gender-neutral wording is when the job post removes all possible bias by using inclusive and non-binary words.

our top gender-neutral suggestions

**businessperson replacing
businessman/woman**

passionate replacing driven

**results-orientated replacing
competitive**

professional replacing expert

honest replacing outspoken

spread the word to more women



Having adjusted your KPIs and changed the wording on your job description to be more inclusive, it is then vital that you advertise to women.

To do so, try to leverage your own employees and existing networks of female employees and partners to advertise your positions. **It is extremely beneficial to partner with female-centric organisations**, like the female factor, to help spread the word of your available positions to women who could become a valuable part of your organisation.

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You must ensure that your job postings reach women who could potentially work for your company.

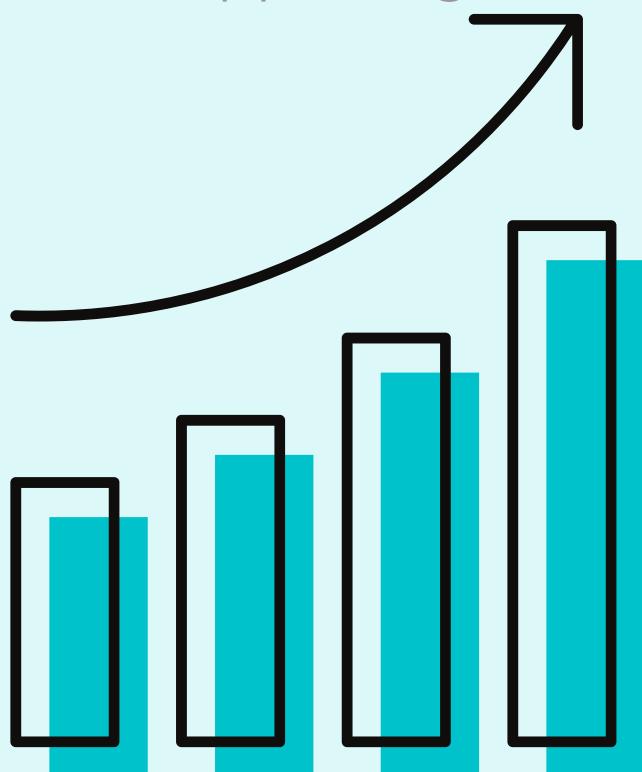
benefits of engaging with female-centric organisations

reach a pool of diverse candidates

find a specific, skilled team

reach diversity ratios quicker

ensure that your company is actively supporting women





CHAPTER

04

how to keep on track

*wondering how will your company remember
the steps?*

With the female factor checklist never miss a step in ensuring that your company is working towards diversity and inclusion.

checklist

OPERATIONS

Prioritizes diversity and inclusion in key company operations and mission by:

- regularly engaging with D&I at the executive/management level (e.g. discussing D&I strategy, KPIs and policies in board meetings/leadership committees)
- incorporating D&I into the company's fundamental operating procedures, including the employee code of conduct, best practices and mission statement
- articulating a process for harassment/discrimination complaints, including possible anonymous reporting and an impartial resolution
- maintaining flexibility regarding working times to make work/family life compatible
- appropriately considering employee identities in time-off policies

TRAININGS

Provides employee and manager trainings on the subjects of:

- discrimination-free recruiting and promotions of personnel irrespective of their gender identity, sexual orientation, religion, sociocultural or ethnic origin, disabilities, age, and family status
- sensitization to different identities including religions, gender identities, sexual orientations, religions, sociocultural and ethnic origins, disabilities, age, and family statuses
- harassment prevention including effective leadership to prevent harassment and manage conflict
- awareness building ensuring that all current employees and new hires are aware of their rights and responsibilities with respect to D&I in the workplace

CAREER
DEVELOPMENT

Supports empowerment and career development for employees with diverse backgrounds

- supports internal or external peer networks for employees with underrepresented and disadvantaged identities
- supports mentoring/reverse mentoring for employees with underrepresented or disadvantaged identities
- provides equal access to training opportunities irrespective of identity
- cooperates with external organizations such as disability or gender identity advocacy groups when necessary to improve employee access and empowerment

FACILITIES

Provides discrimination-free facilities with consideration of employee preferences and requirements, including:

- appropriate workspaces on the basis of age and physical ability, allowing for barrier-free work experience
- culturally sensitive employee spaces (such as for cooking or relaxation) according to employee beliefs and preferences
- break spaces available for prayer and meditation depending on employee needs
- equal access to work facilities irrespective of identity

RECRUITING

Implements discrimination-free recruiting and promotions processes, including:

- active promotion of diversity in job listings
- avoidance of gendered language in job listings
- transparent remuneration structure
- explicit policy clarifying “equal pay for equal work”
- no restrictions on promotions or hiring on the basis of age or other identities
- transparent, merit-based promotion process and criteria

DIVERSITY &
INCLUSION

Stays accountable for diversity and inclusion by:

- reporting progress on key D&I KPIs internally and externally
- implementing an internal feedback process for employees to make suggestions or comments



still searching for support?

does your company require additional resources?

Do you need extra support? We'd be happy to assist you on your diversity & inclusion journey.

Book a free consultation call and we advise you on how to get started.

diversity & inclusion checklist



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**diversity is the first step
towards a great work
culture**

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