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# ENGAGE 2019

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# THE BUSINESS CASE FOR EQUALITY

# The Business Case for Equality

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Gender-diverse teams are more profitable and innovative.

Organizations that embrace female-specific issues have higher employee satisfaction and less staff turnover.

Companies that elevate women are more effective across all dimensions.

Companies that are in the  
**top quartile for gender diversity**  
on their executive teams are  
21 percent more likely to experience  
**above-average profitability.**

*Source: McKinsey (2018)*

# 108 years

At the current rate of progress, it will take 108 years to close the **overall gender gap**.

# 202 years

Meanwhile, it will take an additional 94 years to achieve **economic gender parity** in the workplace.

# Progress Through Policies

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## United States **SALARY HISTORY BAN**

There are 12 state-wide bans and numerous local bans that prohibit employers from requesting salary history information from job applicants.

## Japan **SUBSIDIZED PRESCHOOL**

Japan recently passed a bill that will offer free public preschool for all children between the ages of 3 and 5, regardless of a family's income level.

## Sweden **PAID PARENTAL LEAVE**

Sweden requires that each family takes 16 months of paid parental leave for each child. Fathers must take at least three of those months, or else they go to waste.

## Iceland **EQUAL PAY LAW**

Instead of making women prove that they are being paid less, Iceland requires employers to affirmatively prove that they are following equal pay laws.

What percent of the C-suite in the top 1,000 U.S. companies (by revenue) is represented by women?

**50%**

**42%**

**37%**

**25%**

**17%**

Answer:

**25%**

(and just 6% of CEO positions are held by women)

# The Time Is Now

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**10 years**  
**1%** improvement

If companies continue to **hire and promote women to manager at current rates**, the number of women in management will increase by just **one percentage point over the next ten years**, to 39%.

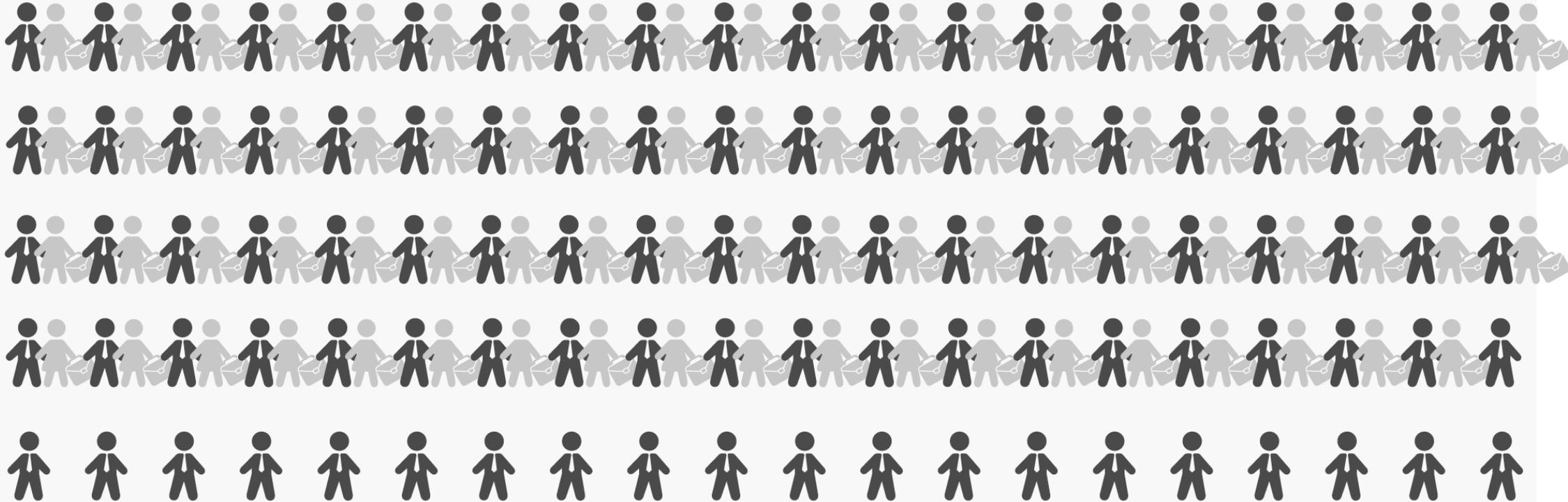
*or...*

**10 years**  
**10%** improvement

If companies start **hiring and promoting women and men to manager at equal rates**, we should get **close to parity in management** over the same ten years, with women holding 48% of positions.

# PROMOTION DISCREPANCIES BY GENDER:

For every **100 men** promoted to manager,  
only **79 women** are promoted to manager.



Source: McKinsey (2018)

# Stereotypes personally impact people's careers and lives



# The Glass Ceiling

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Women are often hired based on their past performance, while men are hired for their potential.



# The Blue vs. Pink Stereotype shapes career path progression towards the C-suite:

**MEN** ARE BEST SUITED TO

**LAUNCH A  
HIGH-STAKES PROJECT**

**55% OF WOMEN** AGREE

**77% OF MEN** AGREE

**MEN** ARE BEST SUITED TO

**LEAD A MASSIVE  
ORGANIZATIONAL CHANGE**

**37% OF WOMEN** AGREE

**72% OF MEN** AGREE

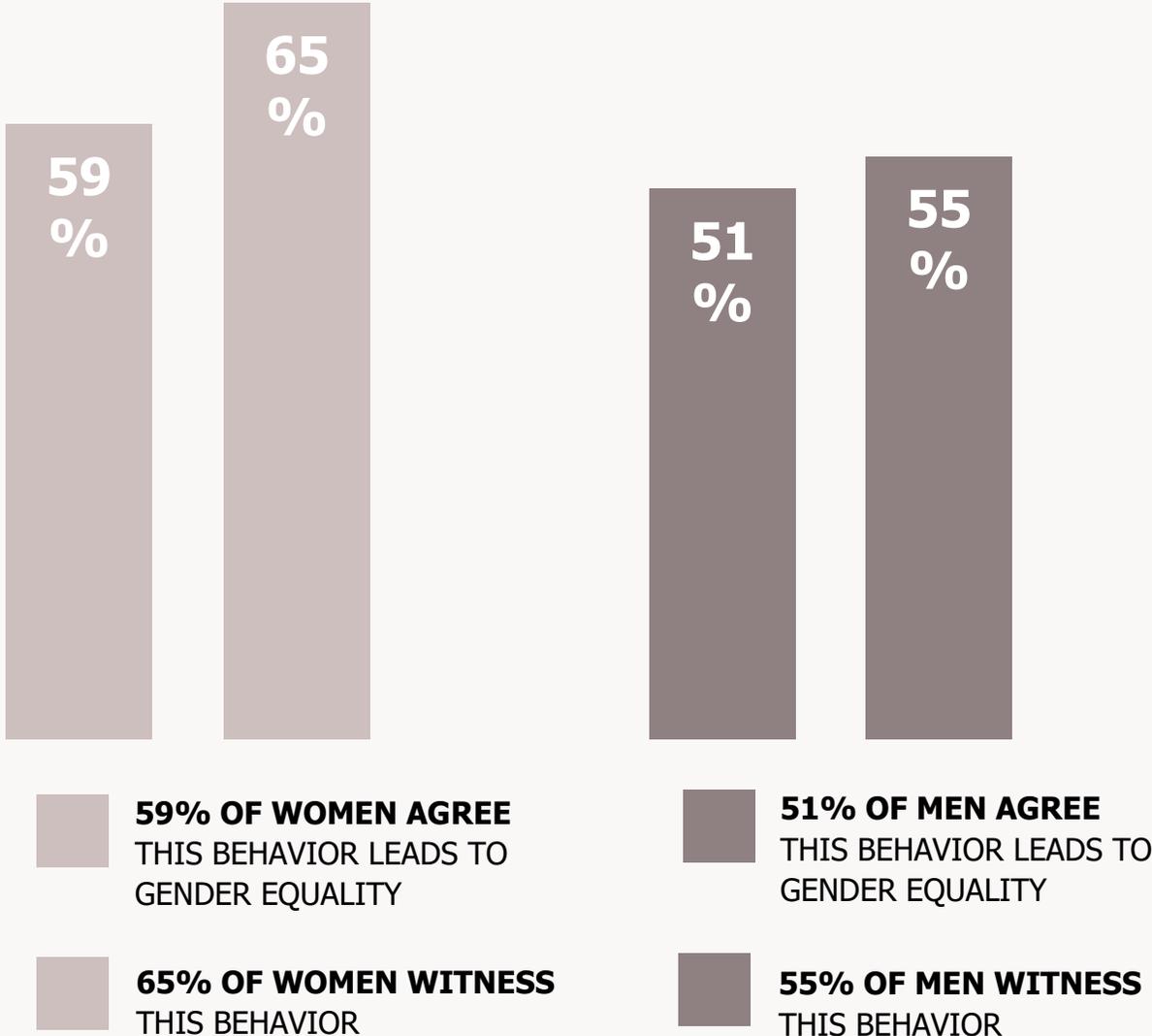
**WOMEN** ARE BEST SUITED TO

**PLAN EVENTS FOR  
FELLOW COWORKERS**

**85% OF WOMEN** AGREE

**70% OF MEN** AGREE

# The pervasive boys' club mentality is a driving force behind gender inequality in the workplace:





**61%**

of women want  
employers to reveal the  
salaries of all employees  
for equal pay

— *compared to just* —

**38%**

of men.

Source: Glassdoor

# The gender pay gap is even more pronounced among

## minorities;

For every **\$1.00** earned by white, non-Hispanic men...



Asian women earn **85 cents**



White, non-Hispanic women earn **77 cents**



Black women earn **61 cents**



Native American women earn **58 cents**



Latina women earn **53 cents**



Source: Equal Pay Today, U.S. Census Bureau

# If the pay gap were closed, the average working woman could afford either:



**1+ additional years  
of tuition and fees**  
for a four-year  
public university



**74 more weeks**  
of groceries



**7 more months**  
of mortgage and  
utility payments



**14 more months**  
of childcare

# Challenges Create Opportunities

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**\$4.3**

U.S. 2025 GDP opportunity if women reach their 'full potential' at work

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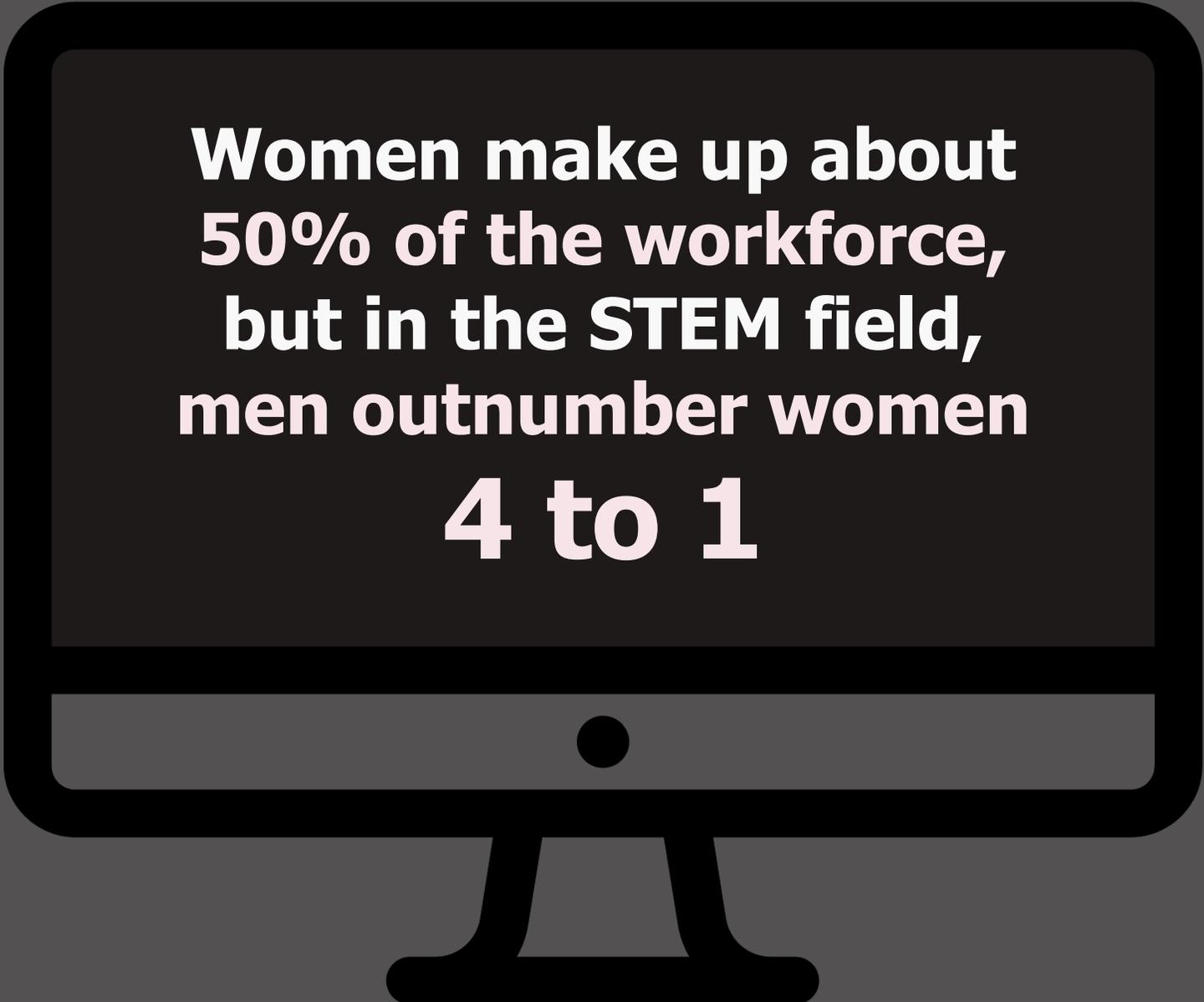
**\$2.1**

GDP opportunity if the United States matches 'best in region'

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**12%**

Increase in GDP by 2025 compared to the 'business as usual' scenario

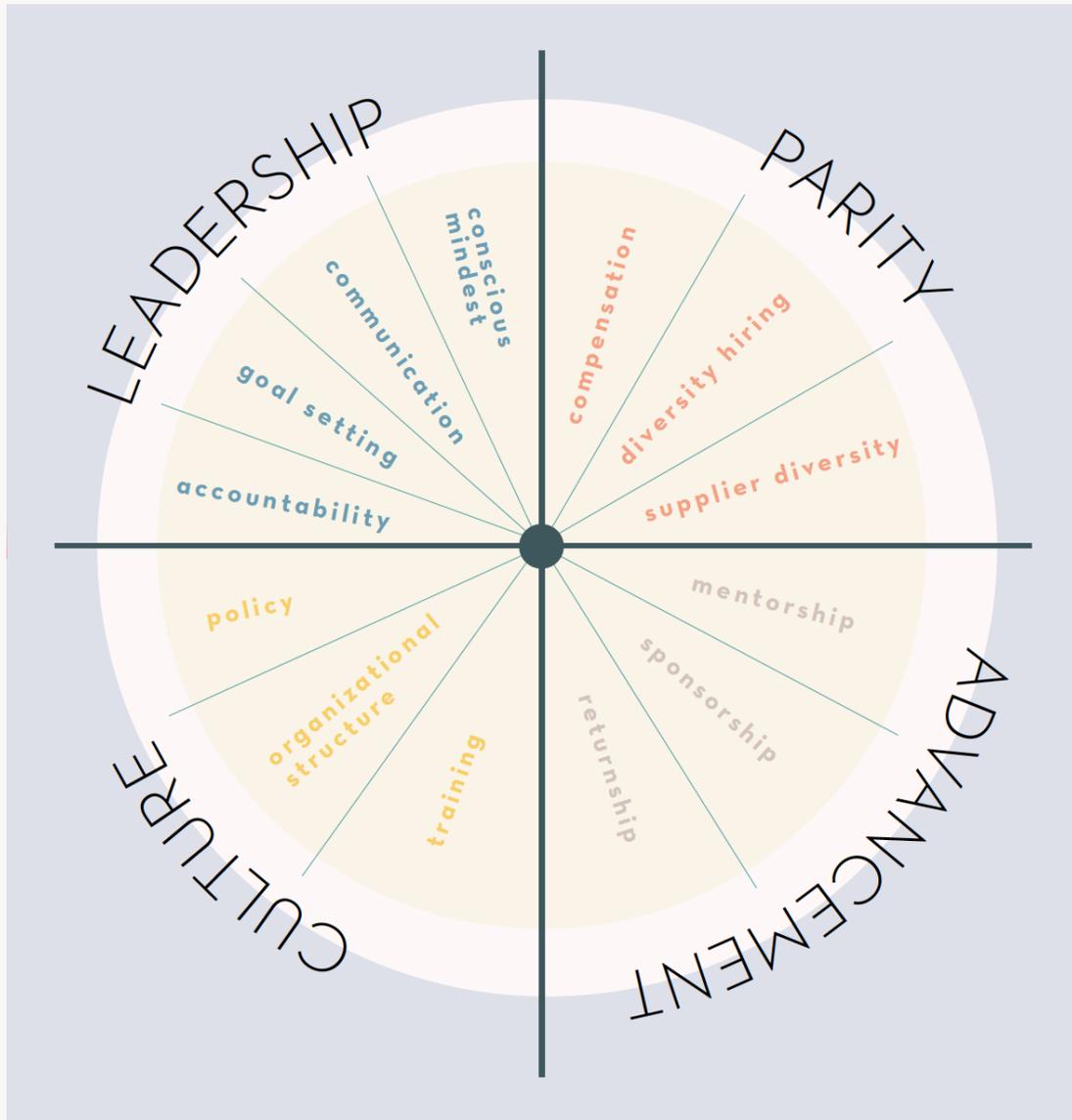


**Women make up about  
50% of the workforce,  
but in the STEM field,  
men outnumber women  
4 to 1**

# DIVERSE TEAMS ARE MORE INNOVATIVE

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**Firms with comprehensively diverse teams are 45% more likely to report year-on-year growth in market share and 70% more likely to capture a new market.**



# Let's get equality fit

the state of being an equal workplace

## DID YOU KNOW

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How many times more often do men interrupt women than other men?

# ANSWER

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Almost 3 times more often

## DID YOU KNOW

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In a study of performance reviews, men who stayed late to help prepare for a meeting got a 14% increase in their rating.

What increase did the women get when they stayed late to help?

# ANSWER

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No increase at all

## DID YOU KNOW

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When a woman's name was replaced with a man's name on a resume, how much more likely were evaluators to say they would hire the applicant?

# ANSWER

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More than 60% more likely

## DID YOU KNOW

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According to Harvard University's Implicit Association Test, what % of people more readily associate men with "career" and women with "family?"

# ANSWER

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76% of people

## DID YOU KNOW

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When hiring managers believed a women had children because “PTA coordinator” appeared on her resume, how much less likely was she to be hired?

# ANSWER

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79% less likely to be hired

(And if she was hired, she would be offered an average of \$11,000 less in salary)

## DID YOU KNOW

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What % of women have experienced workplace microaggressions?

(Microaggressions are everyday sexism, like being mistaken for someone more junior or having their competence questioned)

# ANSWER

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64% of women

The rules of the workplace were  
written over a hundred years ago —  
for men, and by men.

**It's time to rewrite the rules.**



\\ *If you obey  
all the rules,  
you miss all  
the fun.*

– Katherine Hepburn

# THE FEMALE QUOTIENT

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## THE FQ LOUNGE

*Home of Equality*

## THE FQ PRACTICE

*Business of Equality*

## THE FQ MEDIA

*Voices of Equality*



**Just 3% of ads show women in leadership positions**

**2% show women being intelligent**

**1% show women with a sense of humor**

# Why Should Marketers Care?

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**40%**

**of  
women**

*do not identify at all  
with the women they  
see in advertising*

**55%**

**of  
adults**

*believe women are  
portrayed negatively  
in the media*

**90%**

**of  
parents**

*say their #1 concern is  
that there are "no role  
models for girls"*

Source: Unilever, Tivo Research, ABX

**#SEEHER**

**FO**  
the  
FEMALE QUOTIENT

# #SeeHer Mission

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To increase the percentage of accurate portrayals of women and girls in U.S. advertising and media by more than 20% by 2020, the 100th anniversary of the passage of the 19th Amendment, which gave American women the right to vote.



There is no force equal to

**ADVANCE WOMEN. ADVANCE EQUALITY.**

*the* **EQ**  
FEMALE QUOTIENT



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