

GENDER EQUALITY CHALLENGES IN COMPANY CULTURE

October 2019 – Thorey Vilhjálmsdóttir

capacent



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Female CEO's in
companies registered
at NASDAQ Iceland

11%

CEO's in the 100 largest
companies are women

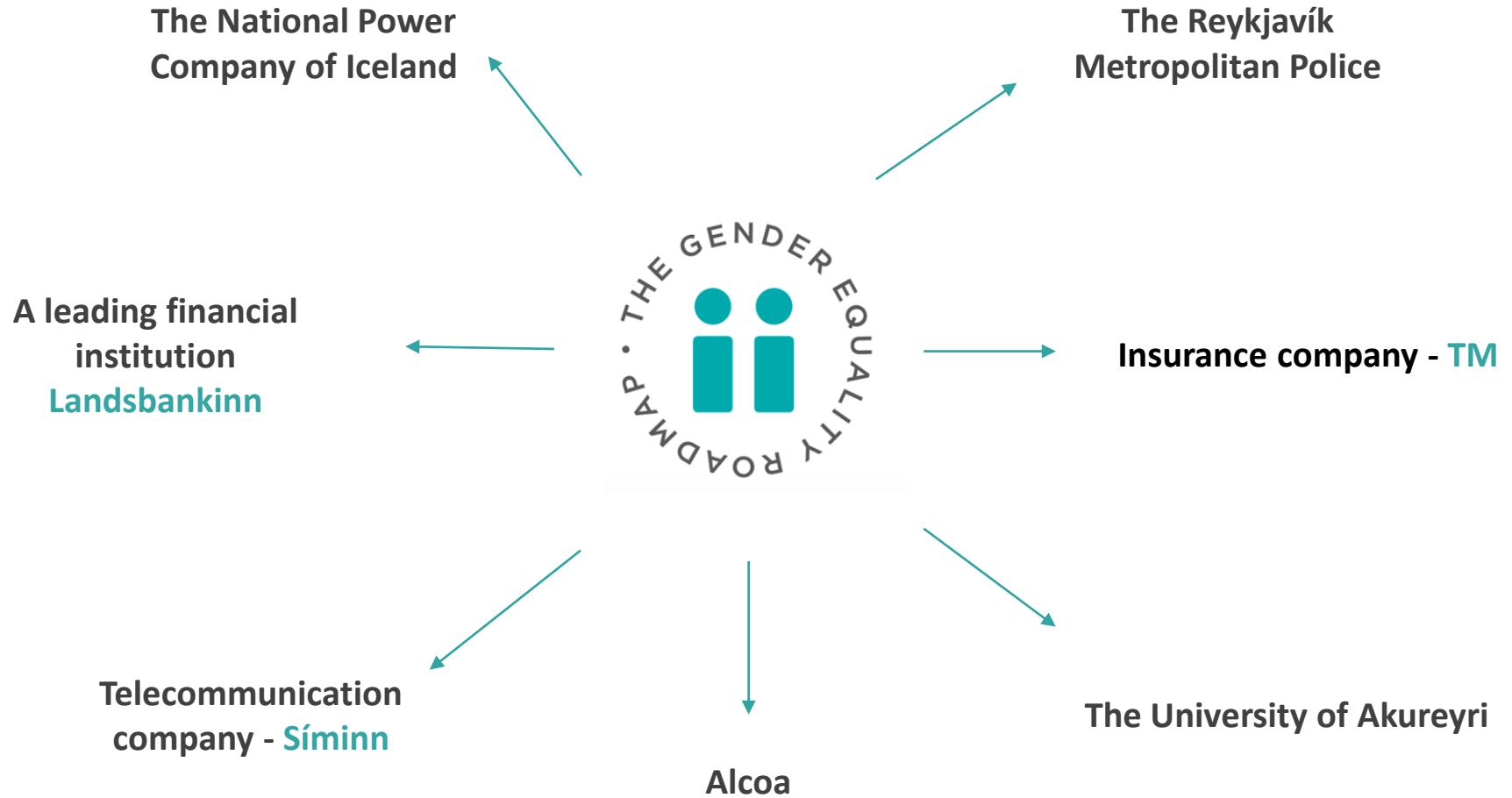
27%

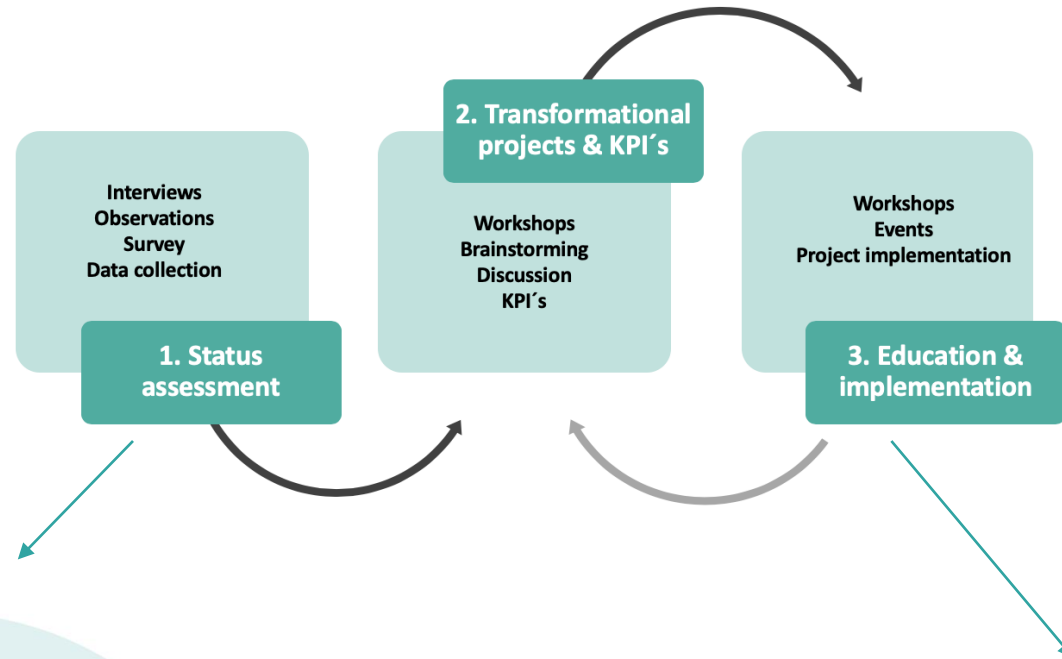
Managing directors in the
100 largest companies are
women








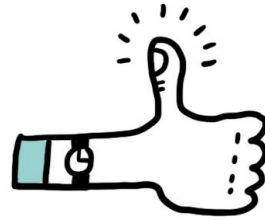
Strategy and awareness for gender equality that analyses the status of gender equality in a company through a status assessment of gender related issues, forming transformational projects to improve gender equality and defining clear KPI's to implement them.

- # **Exposes unconscious gender biases in company culture**
- # **A 360° approach to gender equality**
- # **For women and men**
- # **CEO or the board – clear mandate**





-  Gender distribution in The Corporate Pipeline
-  Women's progress and mentoring system
-  Recruitment processes
-  Role models
-  Education and events – Culture and environment



Conversation - not fingerpointing

Designing the future – learning from the past

Outside party - exposing biases

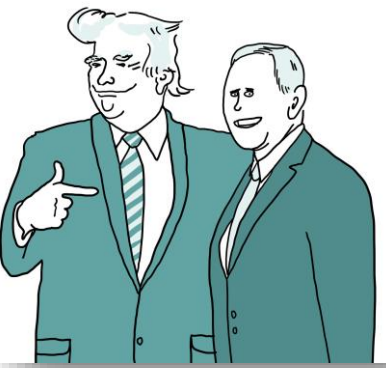
Gender equal group of consultants

Everybody are involved

Examples and quotes from the organization

Humor and play

LANDSBANKINN - LEIÐIR ÞIG INN Í FRAMTÍÐINA!





Sigrid



Gunnar



Germund

LET'S PLAY WITH THE GENDER STERIODYPES



Adam



Bjarne



Maria



Germund

Germund somehow believes that one of his roles in the workplace is to boost his female colleagues' self-esteem by constantly commenting on the way they look and dress.

Things Germund does during the meeting:

- Makes remarks about the way Sigrid and Maria look today.
- Asks Sigrid and Maria questions that have nothing to do with the meeting — F.x. what type of perfume they're wearing or if they have any plans for the evening.
- Makes fun of #metoo.
- Is positive towards his male colleagues' ideas.

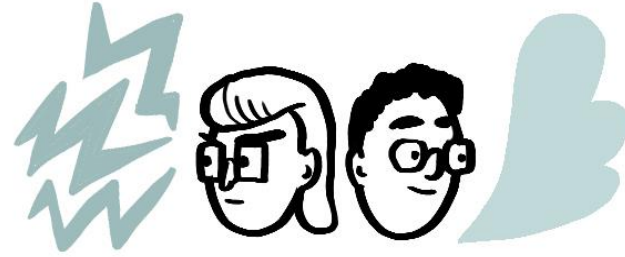


Germund









GENDER EQUALITY CHALLENGES IN COMPANY CULTURE



Women and men experience the workplace very different

- Women **need to prove themselves more**
- Women are more often **experiencing their ability to be questioned**
- Women further **experience that their work contributions are clever**
- Women more **often need to endure humiliating remarks**



Women are asked defensive questions but men are asked progressive questions

- Around 70% of men were asked **progressive questions** and around 70% of women were asked **defensive questions**.
- Men were asked about **possible gain, expectations, progress and ideas of future growth**.
- Women were asked about **risks, preventative measures, security, responsibility and carefulness**.
- **Men and women have the same biases - in favor of men.**



The only woman in a group of men

- Women that are in a minority in a field or department often feel **excluded from** and **during meetings**.
- **Women find it harder to become a part of the group**, even though they try hard and adapt to dominantly male circumstances.
- We have heard of examples where **women bring a man along to a meeting** to make sure they are heard and listened to.

Informal male groups of power

- **Informal groups** that communicate a lot outside of work, meet up for golf, fishing or a drink where business is discussed and decisions made.
- **Men build strong connections on their way up** the corporate ladder where men support each other.
- **"Old Boys Networks"** are often **big** in mentoring young and promising men.



Stereotypes

- the opposite to diversity



"I'm tired of giving women a discount"

The most qualified person

- someone who is more often than not a person who is similar to them (a man)?

