



Baking Equity  
in from the Start:

# How to Improve Recruitment and Retention with Workplace Equity



**We will begin shortly.**

This webinar is being recorded and will be shared with all registrants.

We have live transcript enabled for this webinar. If you would like to use this feature, please turn on this setting in your Zoom toolbar now.

01 Intro & housekeeping

02 Creating a foundation for equitable pay decisions

03 How leading organizations are taking innovative approaches to workplace equity

04 Q&A

The information provided herein does not, and is not intended to, constitute legal advice. All information, content, and materials are provided for general informational purposes only.



## | Speakers



**Nancy  
Romanyshyn**

Director of Pay Strategy and  
Partner Success at Syndio



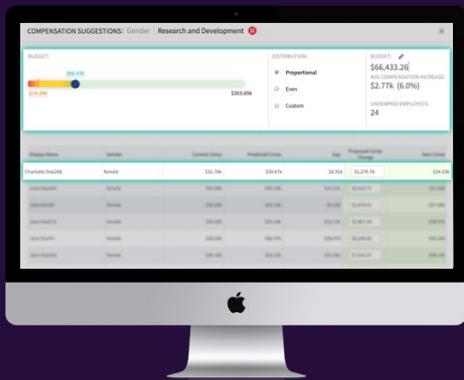
**Adam  
Swanlund**

Compensation Manager  
at Elevation Health





Our mission is to build expert-backed technology that helps companies measure, achieve, and sustain workplace equity.



## Workplace Equity Platform

Enterprise platform to analyze, resolve, and prevent disparities in pay and opportunities



## Expert Support and Consulting

Legal best practices, statistics, reporting, and communications guidance and support

**200+ industry leaders trust Syndio**  
*including 30% of Fortune's Most Admired Companies*



NORDSTROM

Employees who work in a high fairness environment have

**26%**

higher performance

**27%**

lower chance of quitting

But despite widespread investments in DEI&B initiatives, only

**18%**

of employees say they work in a high fairness environment



# Pressure is coming from every angle



**Employees**



**Global  
Legislators**



**Peer  
Companies**



**Securities &  
Exchanges  
Commission  
(SEC)**



**Investors**



**Consumers**



## | The landscape

**Pay transparency laws are taking off.** We have seen a number of states and cities enacting legislation requiring companies to provide salary information for an open job either:

- When asked by a candidate
- During the interview process
- In the job posting

**Employers need to get ready for pay transparency.**

Additionally, the cost of workplace equity-related lawsuits is growing rapidly. Most recently, we've seen settlements consistently **over \$100 million.**



# Who needs laws when we have TikTok?

CNBC

Are you being paid fairly? Young workers share salary information as pay transparency gains steam

Some 42% of Gen Z workers, ages 18-25, and 40% of millennial employees, ages 26-41, have shared their salary information with a coworker or...

1 month ago



make it SUCCESS MONEY WORK LIFE VIDEO

WORK

## Companies that refuse to be transparent about pay will be 'under fire,' says salary expert

Published Fri, Jan 28 2022-11:40 AM EST • Updated Fri, Jan 28 2022-2:45 PM EST

Forbes

LEADERSHIP STRATEGY • EDITORS' PICK

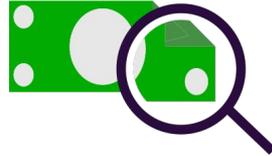
## Microsoft Announces It Will Include Pay Ranges In All U.S. Job Postings. Experts Predict It Will Be The First Of Many.



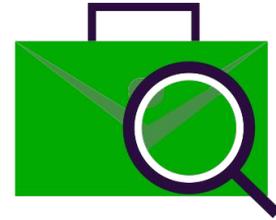
## What it means



Applicants will know  
how you pay roles  
before applying



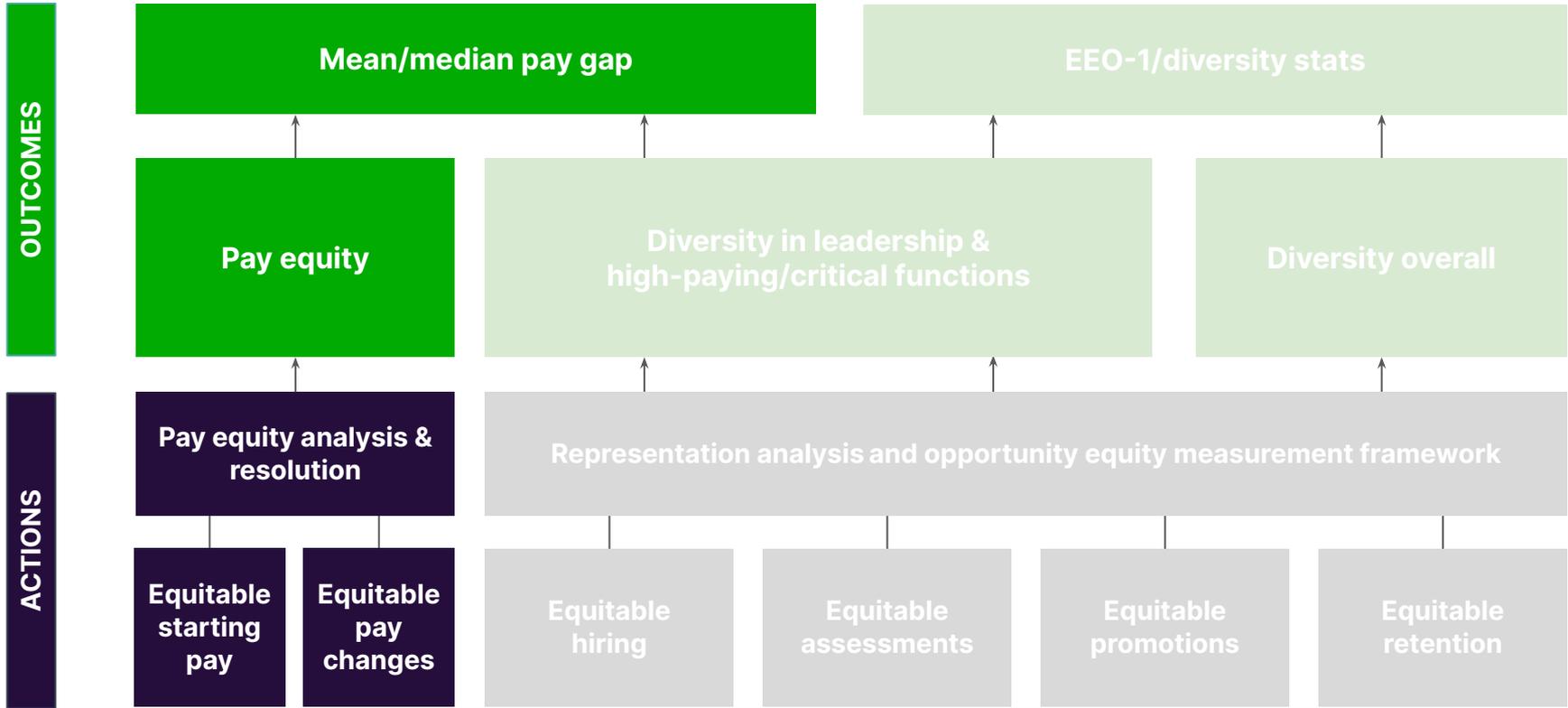
Employees will  
know how you  
pay for roles



Other employers will  
know how you pay  
for roles



# What are the steps to workplace equity?



# Workplace equity throughout the employee journey



## | What steps can your company take to prepare?

- 01 Plan for transparency by assessing priorities, testing ranges and refining/scaling as feedback is gathered.
- 02 Start communications planning early by building a framework, gathering stakeholders, and phasing the roll-out.
- 03 Leverage expertise and technology to operationalize and scale.



# But exactly how are leading organizations approaching this challenge?

Q&A with Adam Swanlund from  Elevance Health



# Don't miss our upcoming webinar!

**The Fight for Frontline Talent:  
How Workplace Equity Can Help You Win**

Tuesday, July 12 | 8:30am PT / 11:30am ET / 4:30pm GMT

**Register at [syndio.com/webinars](https://syndio.com/webinars)**





# Thank you

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