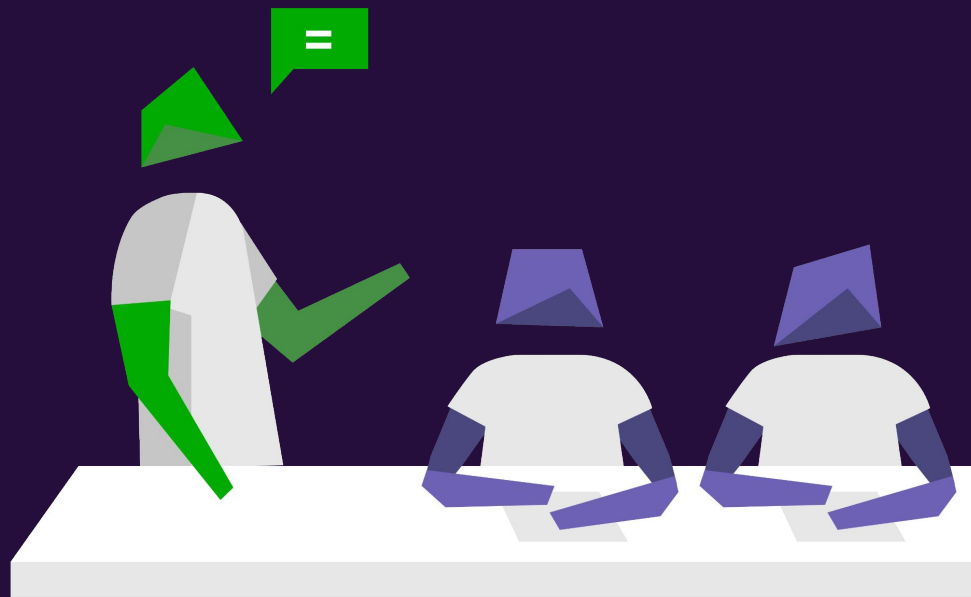


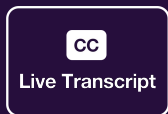


The Best of Workplace Equity Communications




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.

Agenda

- 01 Intro & housekeeping
 - 02 Good communication has concrete benefits
 - 03 Examples: What works
 - 04 Panelist discussion
 - 05 Q&A
- 

Speakers



Maria Colacurcio

CEO,
Syndio



Cindy Robbins

Former President & Chief
People Officer, Salesforce;
Board Member, Senior
Advisor



Kim Wicker

Director of Executive
Compensation,
American Airlines





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



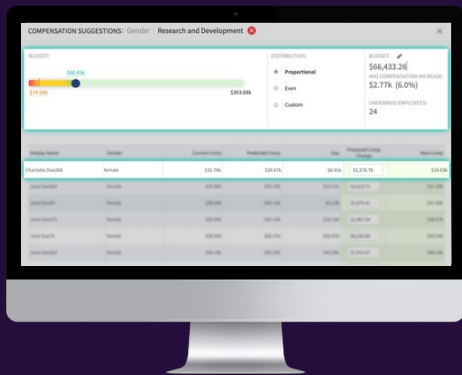
Workplace Equity Platform

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



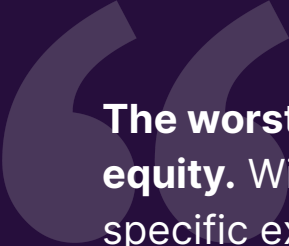
Expert Support and Consulting

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



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





The worst thing an organization can do is make empty promises around equity. Without being able to demonstrate how equity works and point to specific examples of it in your organization, it's a hollow concept that damages trust and only serves to undercut equity in the end."

Jim Link

Chief Human Resources Officer
at Randstad North America

Good communication has concrete benefits



Boost investor perception



Build a positive brand reputation



Recruit and retain talent



Improve perception of pay gap and diversity in leadership



Maximize tenure, performance, and productivity

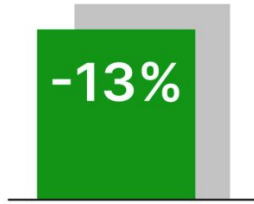


When organizations address equity:

Employees who perceive their pay as inequitable:

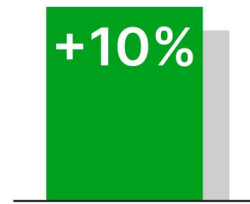


Have a 15% **lower intent to stay** with their employer than employees who perceive their pay as equitable

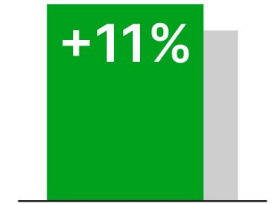


Are 13% **less engaged at work** than employees who perceive their pay as equitable

When organizations educate employees about how pay is determined:



Employee trust in the organization increases 10%



Pay equity perceptions increase 11%



Workplace equity communications: What works

01 Show progress over time

02 Be creative — but clear —
with data visualizations

03 Go deep into multiple facets
of workplace equity

04 Use multiple formats for
different audiences

05 Reflect your brand personality
in your workplace equity narrative

06 Earn external validation



**Let's look at some
real-world examples**



01 Show progress over time

Deloitte: Clear comparison visuals and a written explanation



02 Be creative — but clear — with data visualizations

Micron: Beautiful and varied charts of workplace equity metrics

Key wins for women in FY21



15%

Female representation in senior leaders (up from 13.3% in FY20)



30%

Female representation at Micron globally (up from 28.9% in FY20)



50%

Female directors on Micron's board (up from 37.5% in FY20)

165

Women named as inventors on original patent applications (up from 136 in FY20)

U.S. race/ethnicity overall*

- White
- Asian
- Black
- Hispanic/Latino
- Other underrepresented races/ethnicities
- 2+ races
- Unknown

FY21: 4.1%
FY20: 4.5%
FY19: 4.2%

FY21: 3.2%
FY20: 2.9%
FY19: 2.7%

FY21: 0.5%
FY20: 0.4%
FY19: 0.5%

FY21: 4.0%
FY20: 2.0%
FY19: 1.7%

FY21: 2.0%
FY20: 1.9%
FY19: 1.8%

FY21: 23.1%
FY20: 23.0%
FY19: 21.2%

FY21: 63.0%
FY20: 65.4%
FY19: 67.8%

* Find data definitions in the data dictionary.










03 Go deep into multiple facets of workplace equity

American Water: Going beyond gender and race

A look at our diversity

2020 → 2021

	Metrics as of 12/31/2020	Metrics as of 12/31/2021 Including Homeowner Services and New York American Water	Metrics as of 12/31/2021 Excluding Homeowner Services and New York American Water
 Disability	1.6%	2.5%	2.4%
 Female	26.0%	26.2%	24.1%
 Military /Veterans	6.1%	6.2%	6.4%
 Military Spouse	0.1%	0.2%	0.2%
 LGBTQ+	0.7%	1.2%	1.2%
 Ethnic/Racially Diverse	21.0%	21.5%	19.8%
Total Diversity	44.0%	44.8%	42.8%



04 Use multiple formats for different audiences

Salesforce: Interactive data visualization webpage

2022 Equal Pay Update: The Salesforce Approach to Pay Fairness

READ NOW

Equality Data data visualization

READ NOW

We Believe in Equality for All

READ NOW

Equal Pay Strategy at Salesforce

READ NOW



05 Reflect your brand personality in your workplace equity narrative

Logitech: Created a brand with a strong perspective on equity

We have **handprint** activities and programs which focus on enhancing our positive impact on people, communities and society:

- Human rights and labor
- Ethics
- Privacy and security
- Conflict minerals
- Supplier development
- Talent development
- Diversity, equity and inclusion
- Employee safety, health, and well-being
- Charitable contributions
- Sustainability reporting

Some of our management programs are cross-cutting, creating value in terms of a reduced environmental footprint and enhanced positive handprint on people and society e.g. our Supplier development program and Sustainability reporting program. But our use of the handprint and footprint framework has helped us simplify communication of our approach and performance and establish internal alignment and external understanding. We like it. We hope you do too.



06 Earn external validation

American Airlines: Fair Pay Workplace Certification



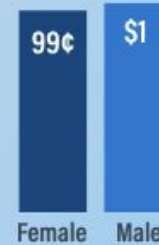
IDENTIFYING PAY GAPS

The chart below shows American's controlled pay gap for gender and race/ethnicity as of May 2022. By running a pay analysis on a regular basis, we can quickly close any gaps.

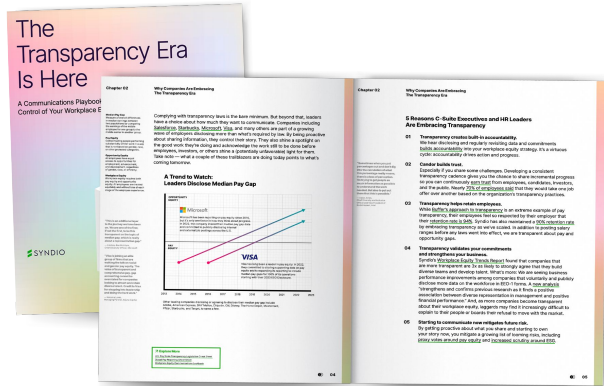
People of color earned \$1 for every \$1 earned by white team members in similar jobs



Women earned 99¢ for every \$1 earned by men in similar jobs



Get more information



Workplace Equity Communications Lookbook

SYNDIO.COM/COMMSLOOKBOOK

Workplace Equity Communications Playbook

SYNDIO.COM/COMMSPLAYBOOK



Don't miss our upcoming webinars and podcast!

Preparing for the New EU Directive on Equal Pay Transparency

Wednesday, January 25

Register:

SYNDIO.COM/WEBINARS

The NY & CA Pay Transparency Laws: Where Are We Now?

Friday, February 10

Watch your inbox for your email invitation!

Check out the Syndio podcast



SYNDIO.COM/THE-SHIFT-PODCAST



**Have more questions?
Want to learn more?
We'd love to chat.**

Cindy Robbins, Senior Advisor

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**Kim Wicker, Director, Executive Compensation,
American Airlines**

LinkedIn: [linkedin.com/in/kim-wicker-77b23277/](https://www.linkedin.com/in/kim-wicker-77b23277/)





Thank you

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