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How to Improve Representation with Data and Analytics

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 Why should you improve representation?

03 How to improve representation with data and analytics

04 Q&A

Speakers

Rebecca Scully
Director, Product Marketing

SYNDIO

Chris Martin
Research Economist

SYNDIO

Marie Konstance
Director of Community Engagement

CATALYST

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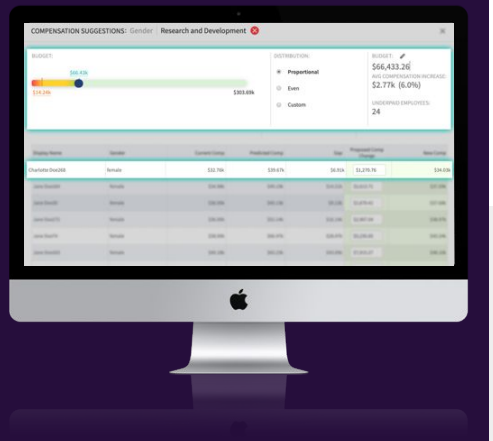
Our mission is to build expert-backed technology that helps companies measure, achieve, and sustain workplace equity.



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

American Airlines · BLOCK · General Mills · Match Group · NORDSTROM · salesforce

Catalyst is a global nonprofit supported by many of the world's most powerful CEOs and leading companies to help build workplaces that work for women. Founded in 1962, Catalyst drives change with preeminent thought leadership, actionable solutions, and a galvanized community of multinational corporations to accelerate and advance women into leadership—because progress for women is progress for everyone.

Why should you improve representation?

Making progress

What do we look like today?

What should we look like?

What can we do to improve?

How do we talk about it?

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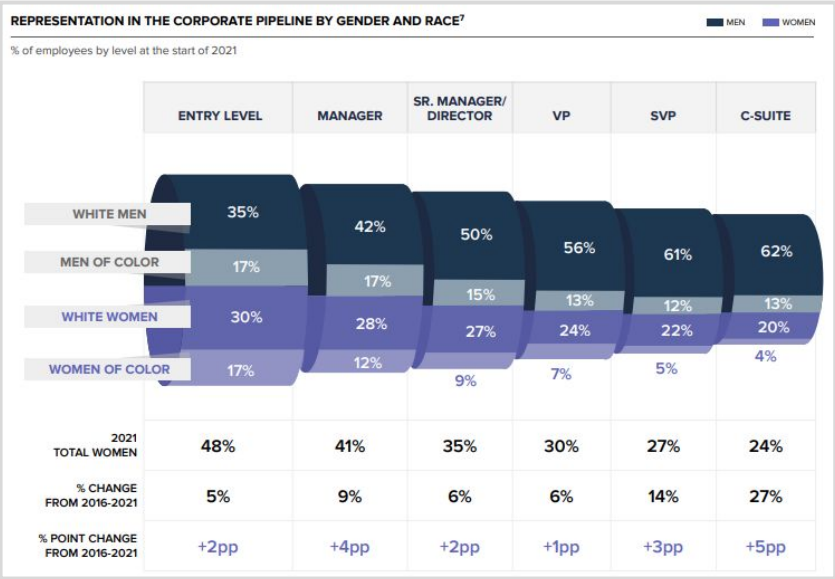
How are we doing?

Certain communities are underrepresented in management & leadership



McKinsey & Company and Lean In

European Commission

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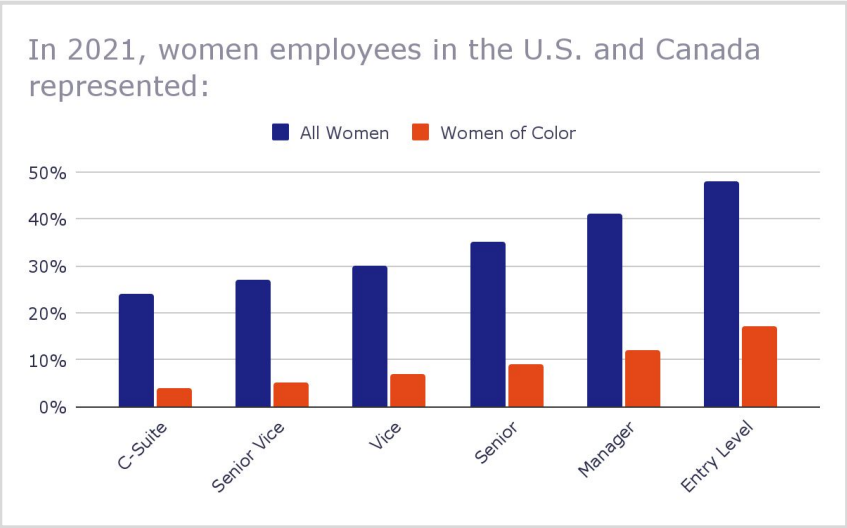
Percentage of women managers in U.S., Canada and selected European countries, 2021



McKinsey & Company and Lean In

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Having a diverse workforce offers multiple benefits

01 **Attract** new talent (Salesforce)

02 **Reduce** turnover. (Catalyst)

03 **Increase** feelings of inclusion. (Catalyst)

04 **Espouse** corporate values (Harvard Business Review)

05 **Increase employee job satisfaction and commitment** (Catalyst)

06 **Mitigate** risk (Willis Towers Watson)

Companies with inclusive business cultures and policies more likely to report:

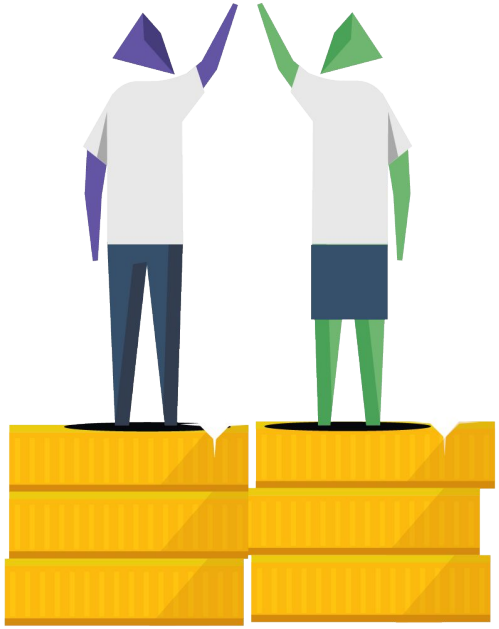
59.1%

increase in creativity, innovation, and openness

37.9%

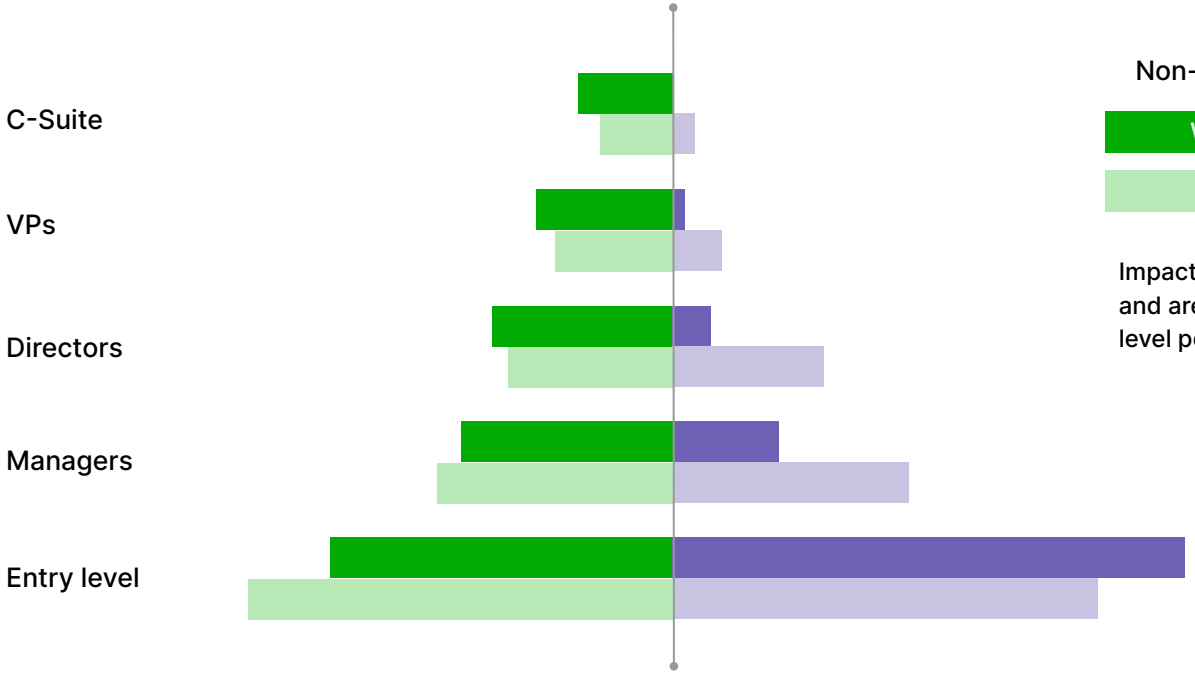
better assessment of consumer interest and demand

(Catalyst)



How to improve representation with data and analytics

A typical picture: The lack of representation in leadership



Non-Impacted	Impacted
White	BIPOC
Men	Women

Impacted employees leave at higher rates and aren't promoted or hired into higher level positions.

We observe a similar phenomenon for job functions/job families.

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Making progress

What do we look like today?

- Gender, race, etc.
- Job level
- Org structure
- Location

What should we look like?

- Internal availability
- Labor pool talent
- Community demographics

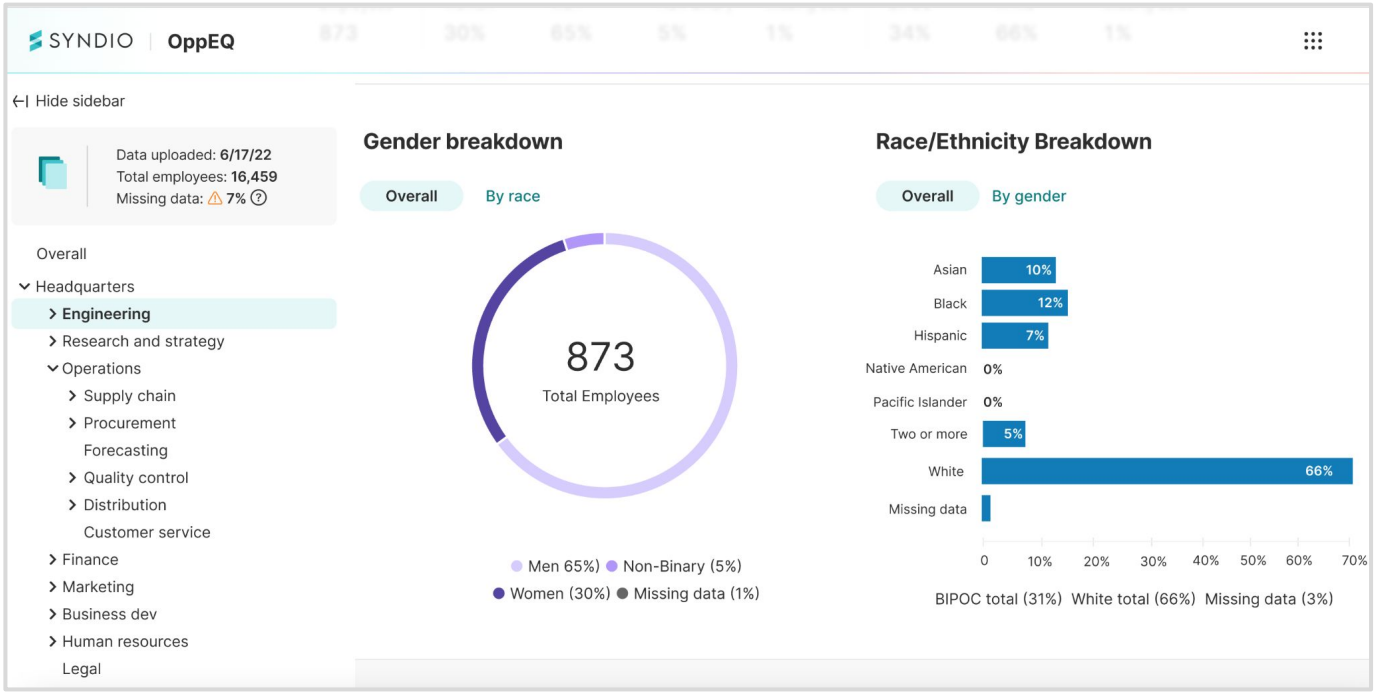
What can we do to improve?

- Identify root drivers
- Company-wide vs. targeted
- Prioritize

How do we talk about it?

- Level of detail
- Audience
- Voluntary vs. involuntary

Representation analysis:
See who is at your company



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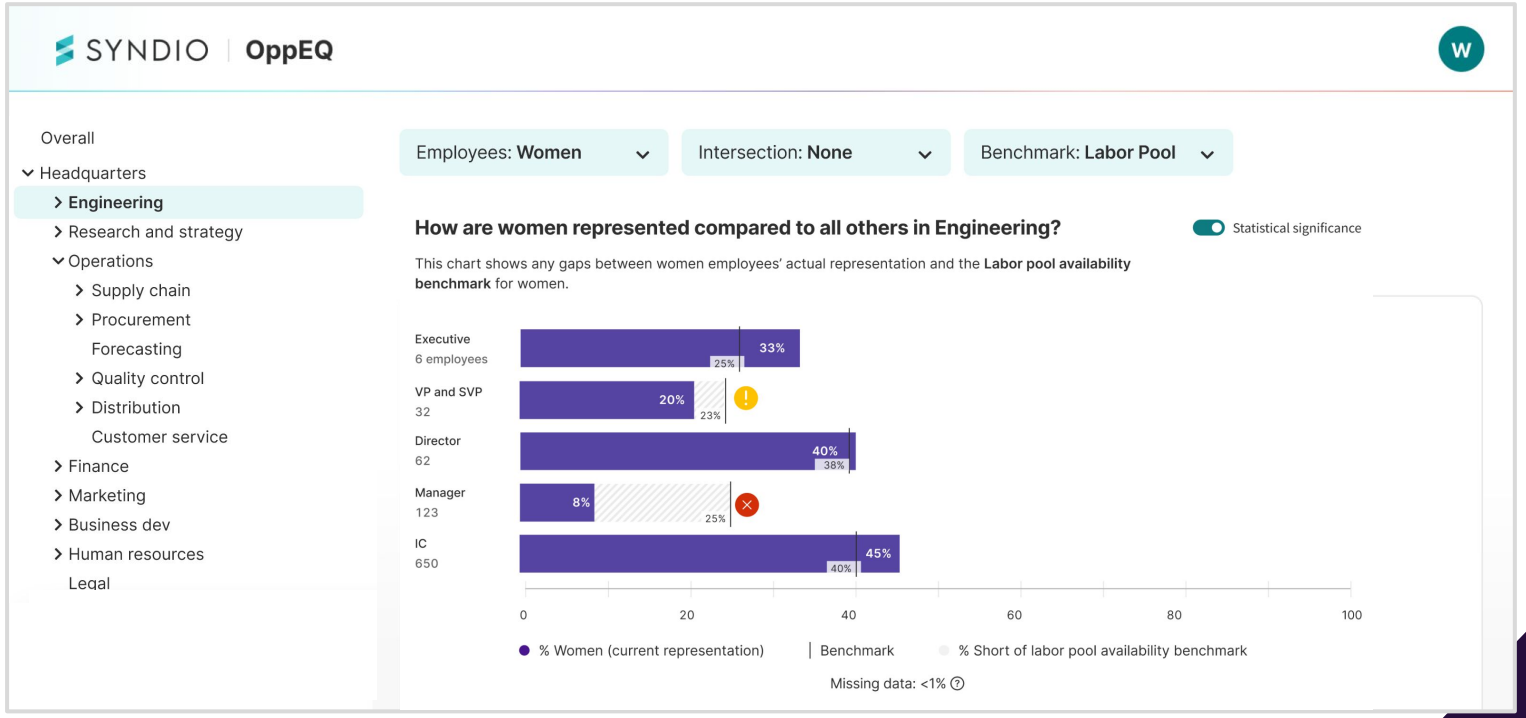
Representation analysis:
Analyze levels and compare to benchmarks



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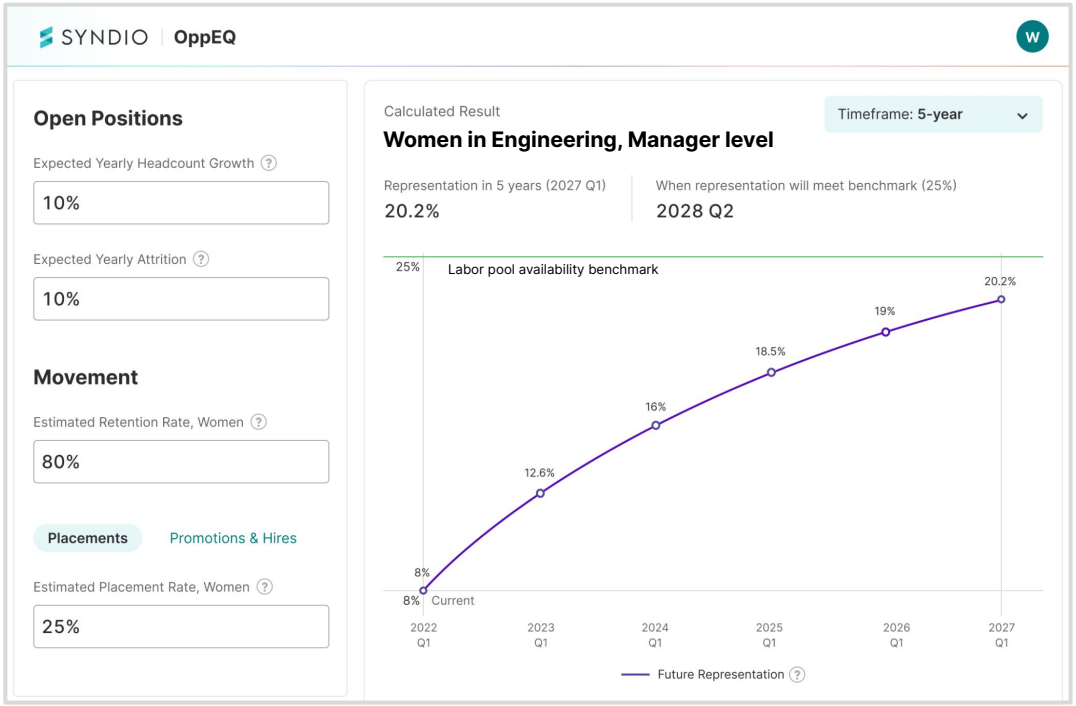
Representation analysis:
Forecast representation changes and model scenarios



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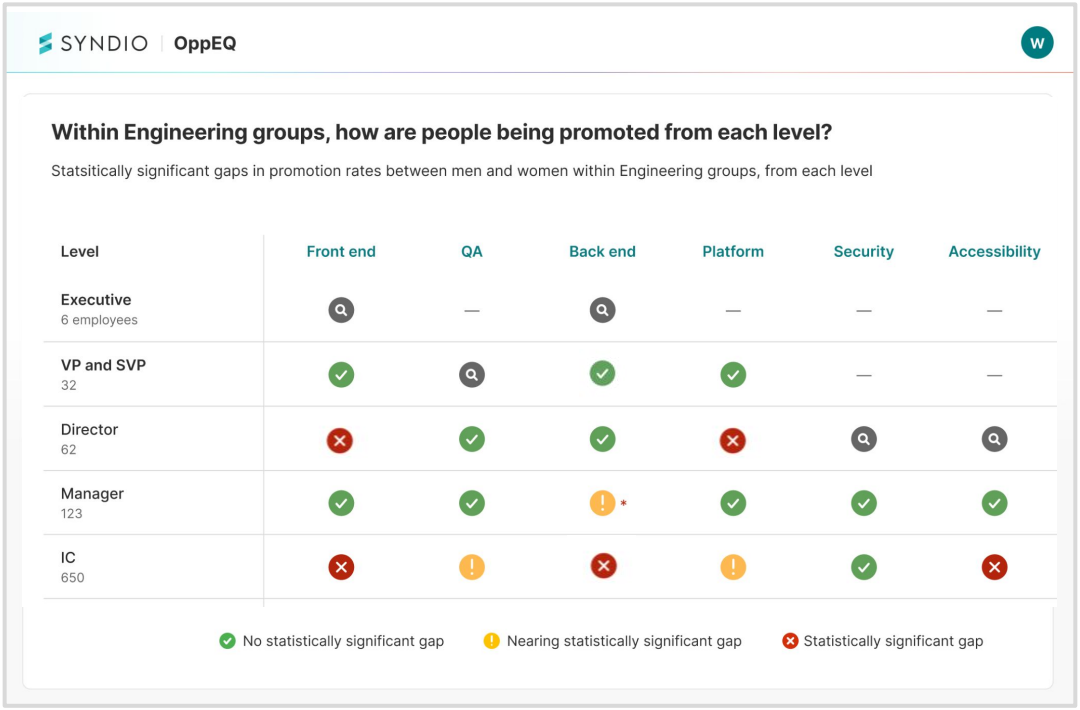
Opportunity equity analysis:
Analyze movement to pinpoint focus areas



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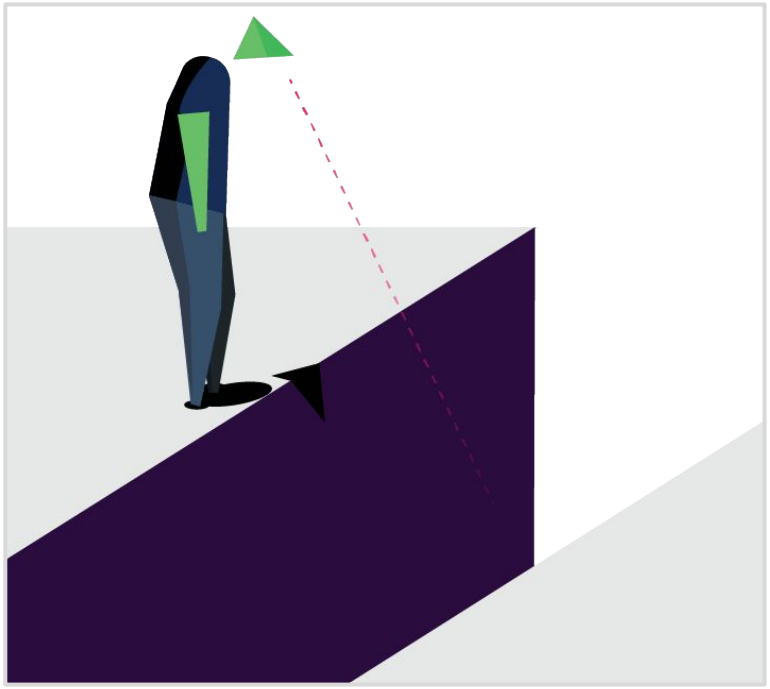
How are employers addressing identified issues?



01 Identifying the issue doesn’t mean you’ve identified the cause

02 Don’t assume you know the “why”

03 Intervene with changes in policies

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Q&A

Don’t miss our upcoming webinar!

California’s Groundbreaking Pay Reporting & Pay Scale Disclosure Law Passed: What Now?

Thursday, September 1 | 9:00am PT / 12:00am ET / 4:00pm GMT

Register at:

SYNDIO.COM/WEBINARS

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