

INTERNATIONAL WOMEN'S DAY EVENT

DR OLGA FRAŃCZK PhD

- **52%** of women between the ages of 18 and 30 share that they were discriminated against at work (*Young Women's Trust, 2024*).
- Compensation for workplace discrimination claims is **uncapped**, meaning there is no statutory limit to the amount an employment tribunal can award a claimant.
- Women in the UK work for free from 20 November. Gender pay gap in the UK is at **13.1%** for all employees (*ONS, 2024*).
- 61% of professionals actively seek out an organisation's **EDI policy** when researching potential employers (*Hays, 2024*).
- Companies with more than **30% female representation** on executive teams were significantly more likely to exhibit above-average profitability. (*McKinsey, 2023*).

EMMA YEARWOOD FCIPD

2024 Recap

MILESTONES

Board Representation (NED) targets reached
Significant increase of female MP's
Gender Pay Gap declining
3 in 4 young women aspire to leadership

MISSES

Decline of females executives
Mid career pipeline vulnerable
CEO gender pay disparities continue
Double Burden stagnates

Accelerating Change - Key Areas of Focus:

1. The Broken Rung & Pipeline
2. Tailored Leadership Development
3. Benefits and Critical Support



The difficulty women face in securing their first promotion, often leading to them getting stuck at entry-level positions. **Unconscious bias** in workplace promotions is a key factor in the broken rung. Women are often underrepresented at every stage of the pipeline, from entry-level positions to management roles and executive leadership.

For every 100 men promoted and hired to manager, only 72 women are promoted and hired.

Men apply for a job when they meet only 60% of the qualifications, but women apply only if they meet 100% of them.

KUROGO - ALESSIA DOYLE AND OLIVIA FARR

PERSONAL BRANDING

The process of intentionally creating and managing the public perception of yourself to stand out and attract opportunities in your chosen field.

A.K.A. Future-proofing.

IT'S ONLY CRINGE UNTIL IT WORKS.

80% of people say that they feel overlooked despite having a lot of value to offer.

***There is no one "right" way to do it.
But here are three key principles that Kurogo lives by:***

Content

Define your niche, then consistently share your expertise and insights to build content.

Community

Actively connect and engage with your target network to build trust.

Consistency

Post consistently each week on a focused set of key topics to build recognition.

JAMIE EDWARDS

Stop having chats, have the real conversations you need to have.

With yourself first and then with the person you need to.

GEMMA DOWNING CertRP

Barriers were made to be broken - but breaking them is just the beginning.

Now we must accelerate action to ensure that every woman can rise without limits.

Be present and consistent in whichever role you're in
Remember, short term pain for long term gain - discipline
Always know your worth, don't let society tell you how to live your life
Versatility is key - you can't compare yourself to others' journeys
Embrace an unconventional path
Remind yourself that when it feels scary, it's the best time to do it
You're exactly where you're supposed to be

ps. It's okay to start over at any time