



Can Women save the Economy?

IMPACT HOUSE 24 August 2020



Isabella Lenarduzzi

Social Entrepreneur

Founder of
JUMP

www.jump.eu.com

www.jump.eu.com



ASHOKA

Ashoka Fellow since 2013

JUMP 2

JUMP

SOLUTIONS FOR EQUALITY AT WORK



JUMP is the leading social enterprise in Europe working with organisations for more gender balance, diversity and inclusion to achieve an equal and sustainable society.

UNIQUE SELLING PROPOSITION

Training

Publisher and comm. tools

Knowledge platform

Opinion leader

Community



Consultancy

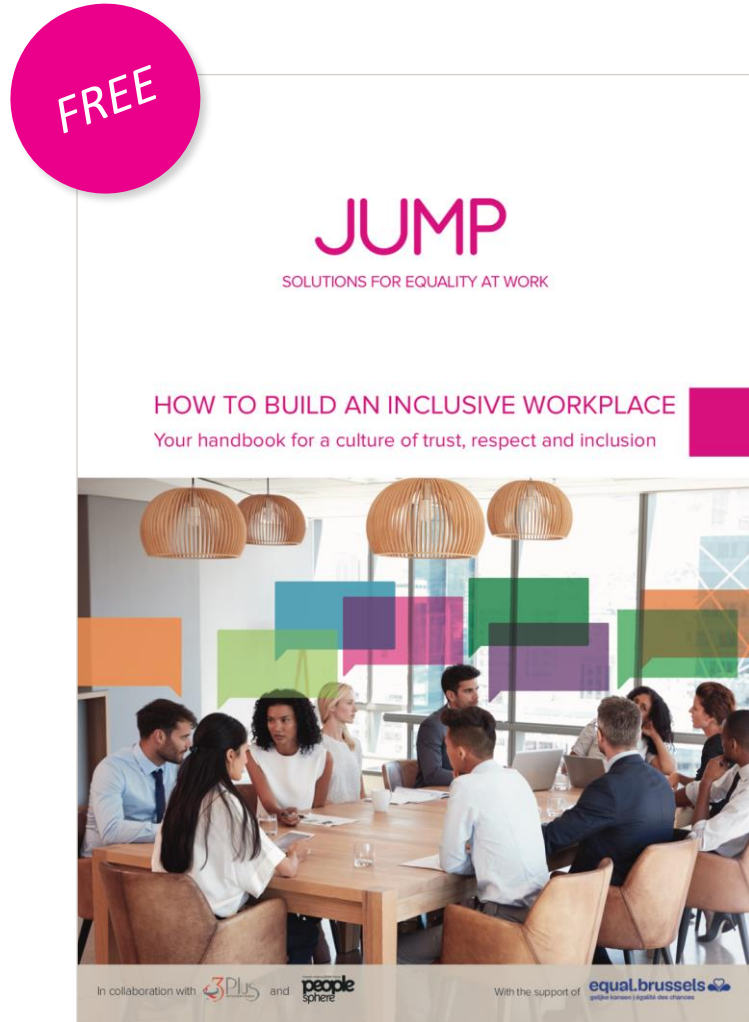
Societal Studies

Corporate Surveys

D&I Network

Events

HANDBOOK - HOW TO BUILD AN INCLUSIVE WORKPLACE



jump.eu.com/resources/inclusion

DOWNLOAD THE HANDBOOK

A brochure of 34 pages

Definitions, The Business Case, The role of unconscious bias,
The notion of dominant culture, Key steps, Test yourself and your organisation.

OUR SOLUTIONS TO FREE COMPANIES FROM SEXISM

Publications

JUMP published a toolkit in French and Dutch (English coming soon) on « How to free your organisation from sexism » to help managers and HR understand and fight sexism in their organisations.



Poster campaign



JUMP created a poster campaign that you can use for free within your organisation. Each of the posters can be customised with your company's logo and a personalised message.

Other resources



Video tutorials

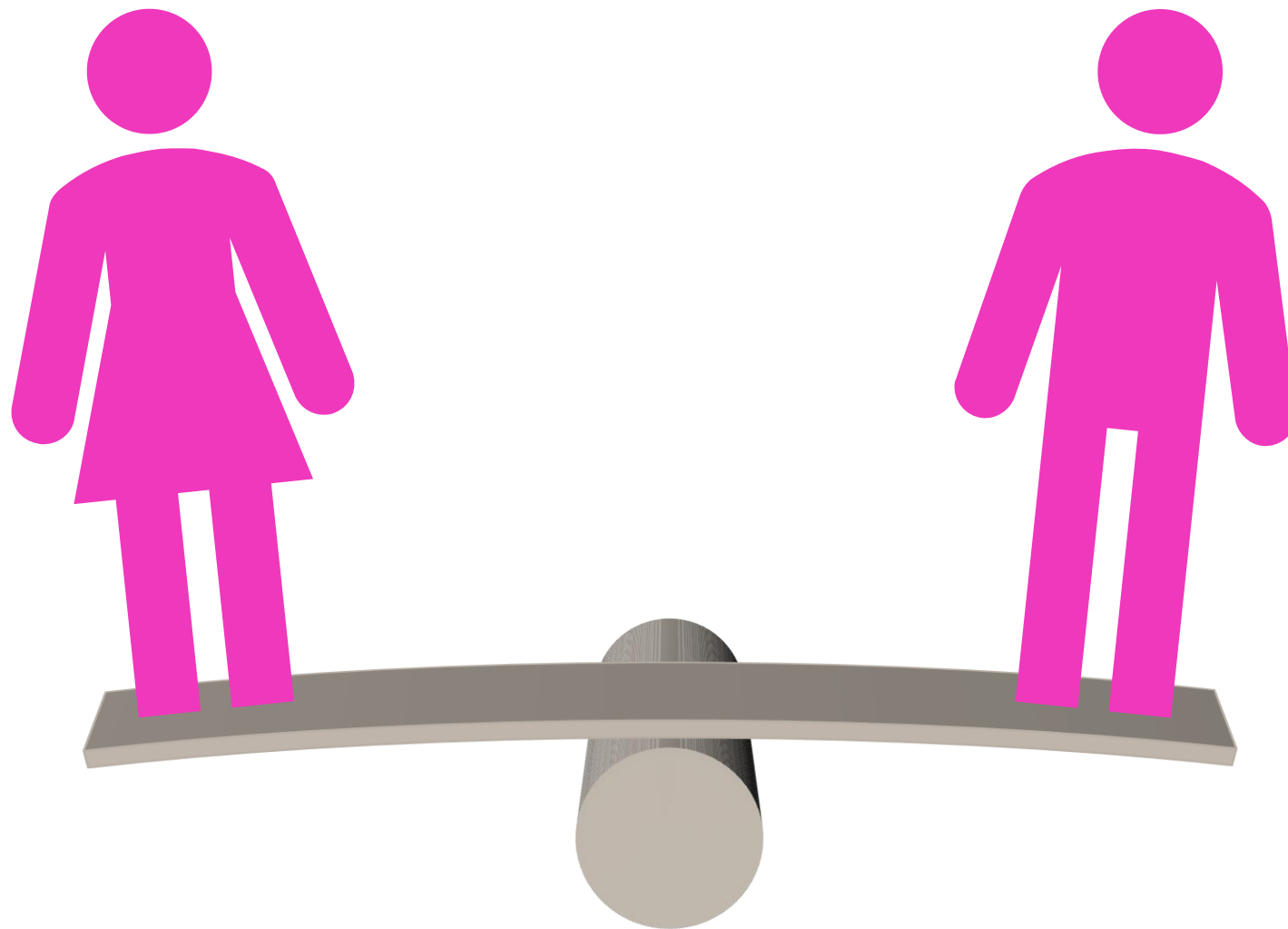


Conferences and trainings



Website stopausexisme.be

EQUALITY



- **Sex**: biological indicator that is based on reproductive organs, and cellular and hormonal functional characteristics. **Gender identity**: to feel as a man, a woman, or other
- **Gender** : socially construct, a result of continuous transactions and complexes originating from infancy environment, based on imposed factors of femininity and masculinity





Mother



WOMEN POWER



Continuous increase of
activity rate on the
labour market

of the population

51%

of graduates

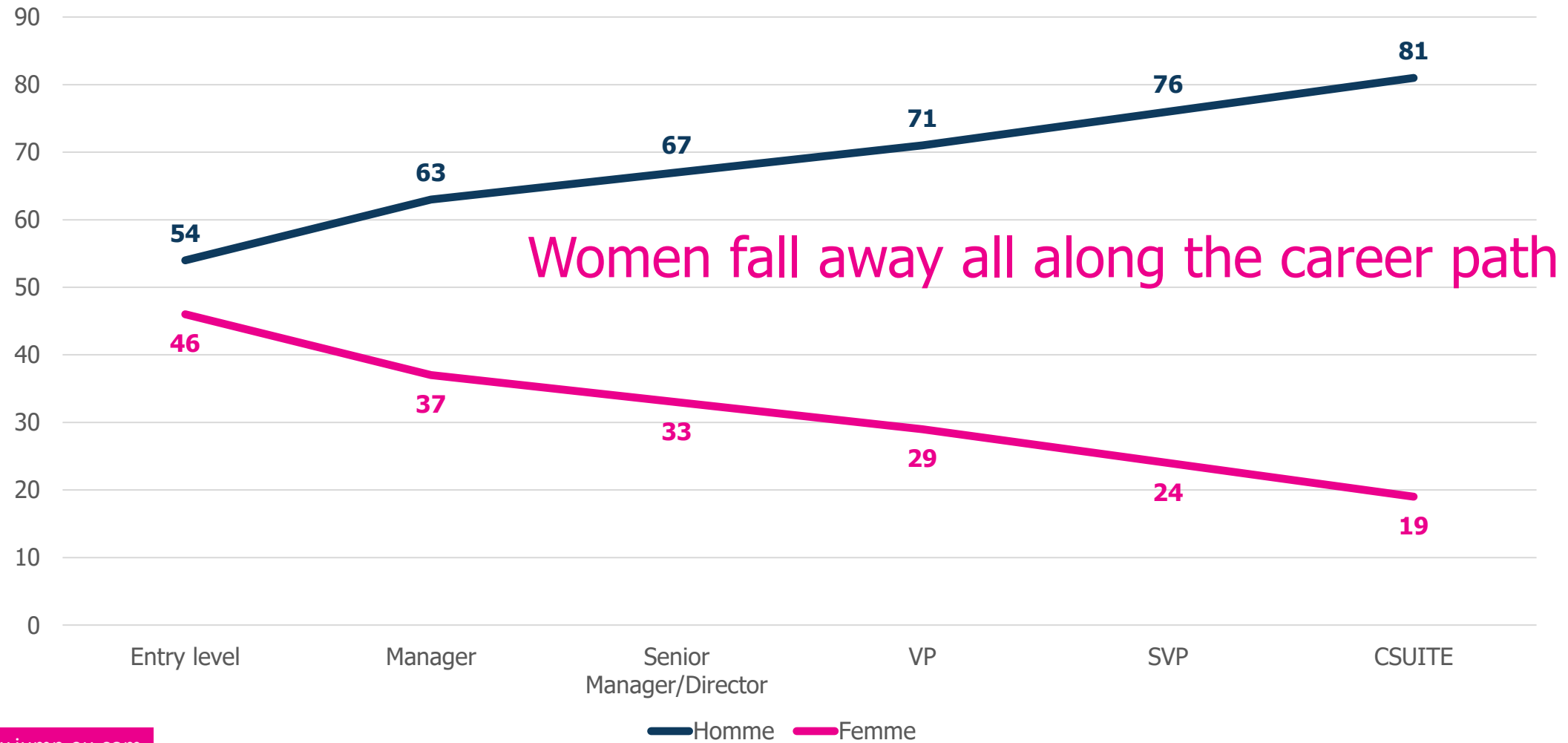
57%

of consumers goods customers

85%

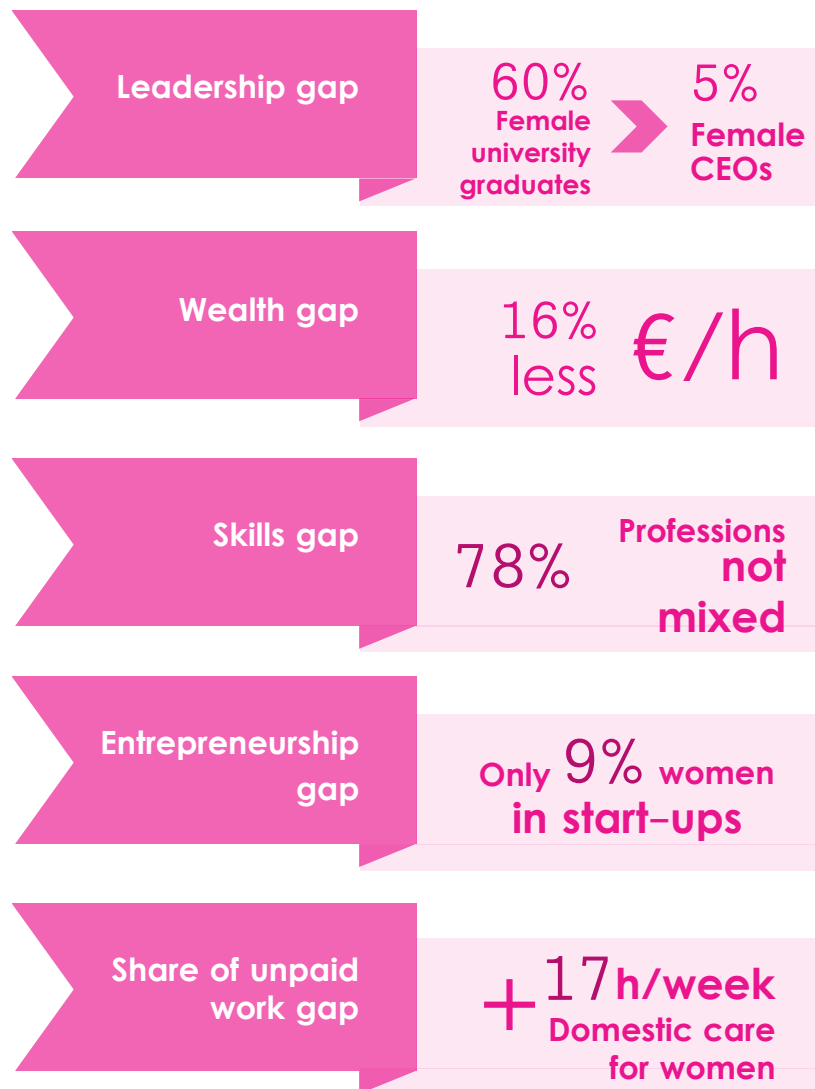


GLASS CEILING OR LEAKY PIPELINE ?



GENDER GAPS

Societal Issue

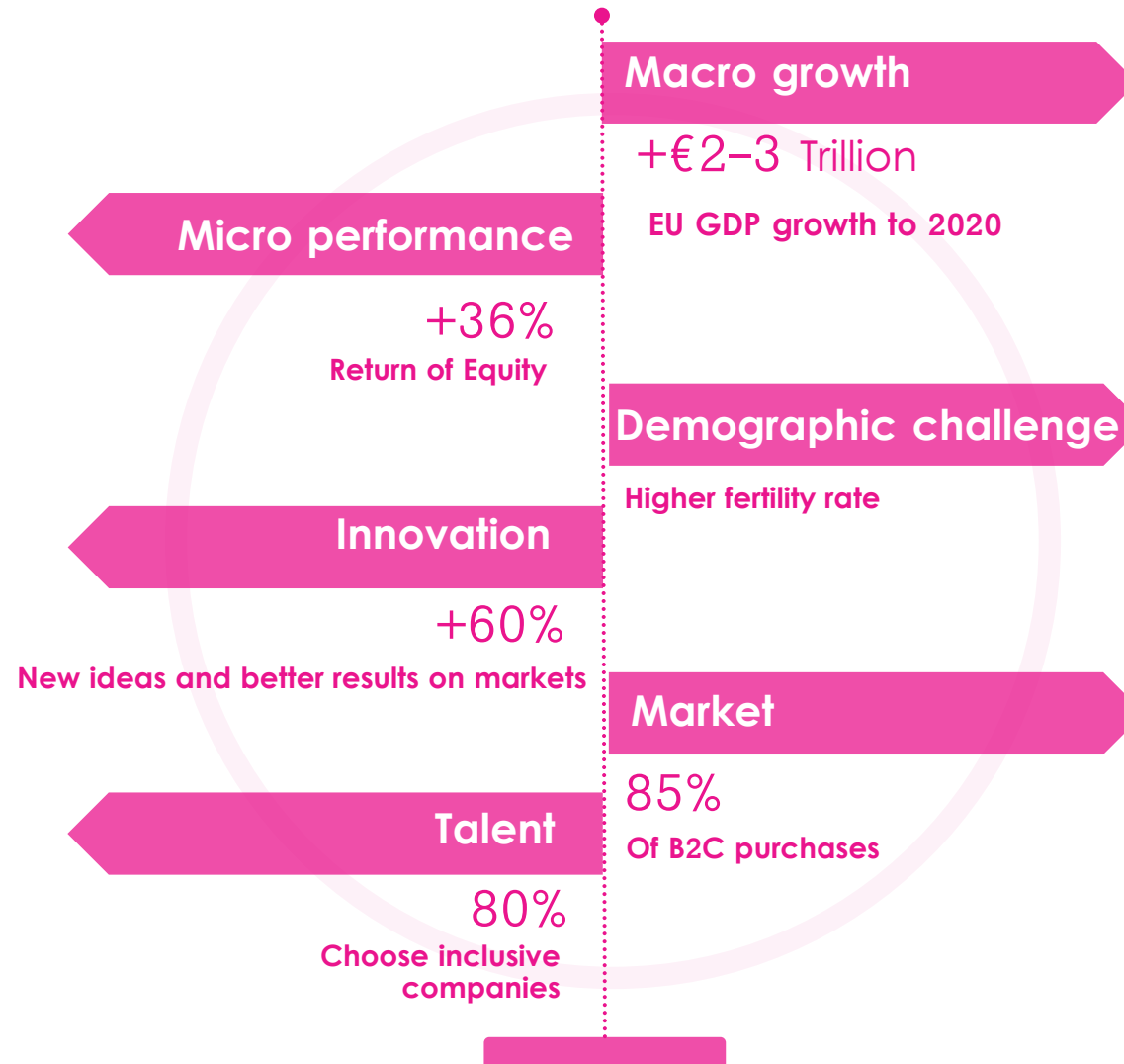


He Can Do It!



GENDER EQUALITY

Untapped Opportunities.



THE **POWER** OF DIVERSITY AND INCLUSION



**Attract and retain
the best talent**



**Ensure social
responsibility by
reflecting
the diversity of society**



**Increase
innovation and
team effectiveness**

ÉTUDE DE CAS SUR LA MIXITÉ DANS LE MANAGEMENT¹

PARMI
50 000
MANAGERS



DANS
90
ENTITÉS²

QUELS
ENSEIGNEMENTS CLÉS?

LE MEILLEUR ÉQUILIBRE

ENTRE 40% ET 60%
D'HOMMES ET DE FEMMES



UNE RÉELLE MIXITÉ HOMMES-FEMMES
DANS LES ÉQUIPES MANAGÉRIALES

INDICATEURS DE PERFORMANCE CONCERNÉS

DANS LES ENTITÉS AVEC UNE MIXITÉ OPTIMALE

UN MEILLEUR ENGAGEMENT
DES COLLABORATEURS



+ 4 POINTS

de taux d'engagement moyen
des collaborateurs entre
2010 et 2012.

UNE IMAGE DE MARQUE
PLUS FORTE



+ 5 POINTS

dans l'opinion client
entre 2010 et 2012.

MARGE
BRUTE



23%

Les entités avec des équipes
managériales équilibrées ont été
23% plus susceptibles de voir leur
marge brute progresser durant
les trois dernières années.

CROISSANCE
INTERNE

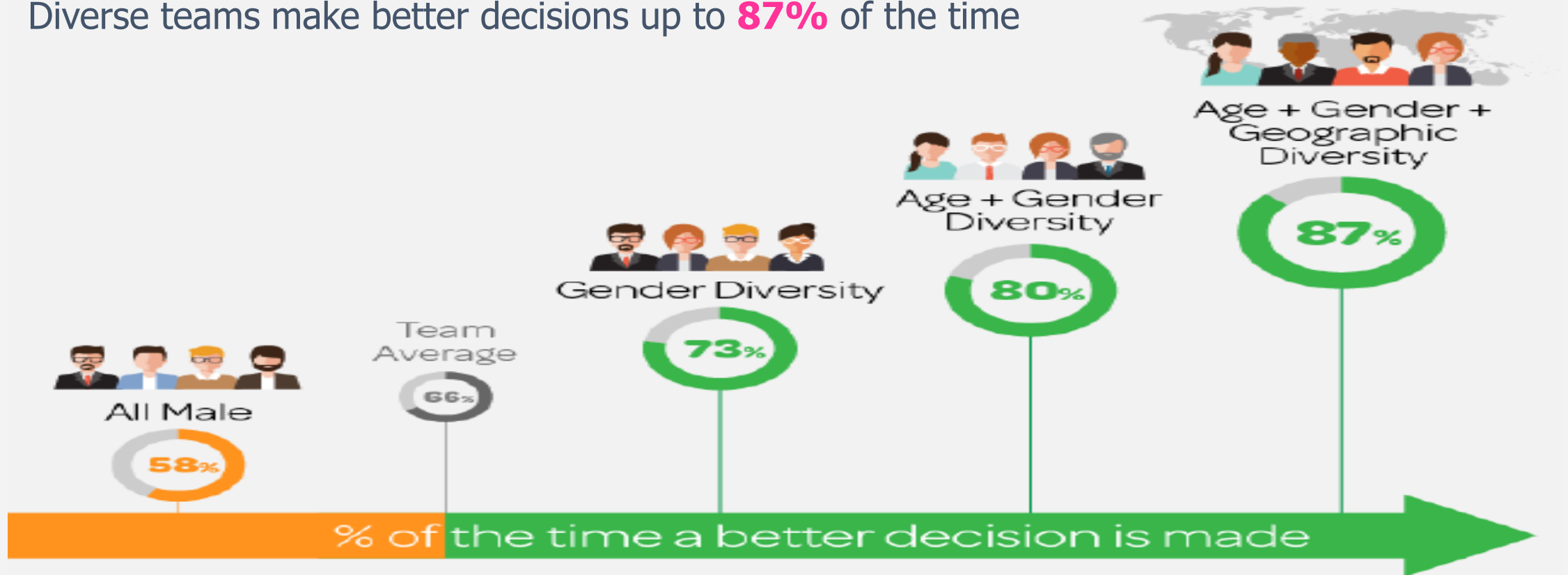


13%

Les entités avec des équipes
managériales équilibrées ont été
13% plus susceptibles de voir leur
croissance interne progresser durant
les trois dernières années.

INCREASE TEAM EFFECTIVENESS

Diverse teams make better decisions up to **87%** of the time



MORE PERFORMANCE

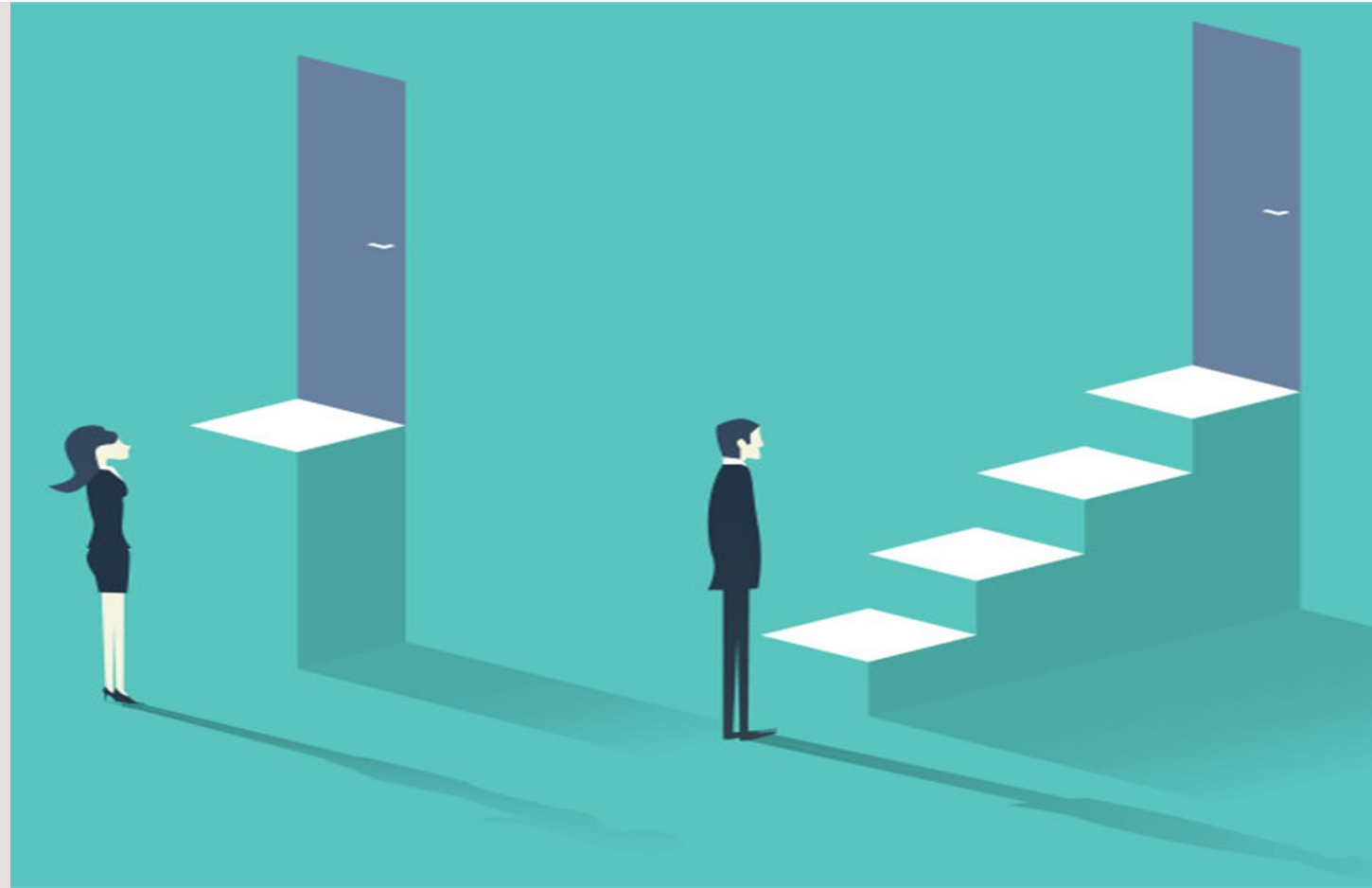
The business case for women maintains that companies that have diversity and manage it properly make better decisions, produce better products, and retain several key business advantages over more homogenous companies.

WHY DOES INCLUSION NOT HAPPEN NATURALLY?

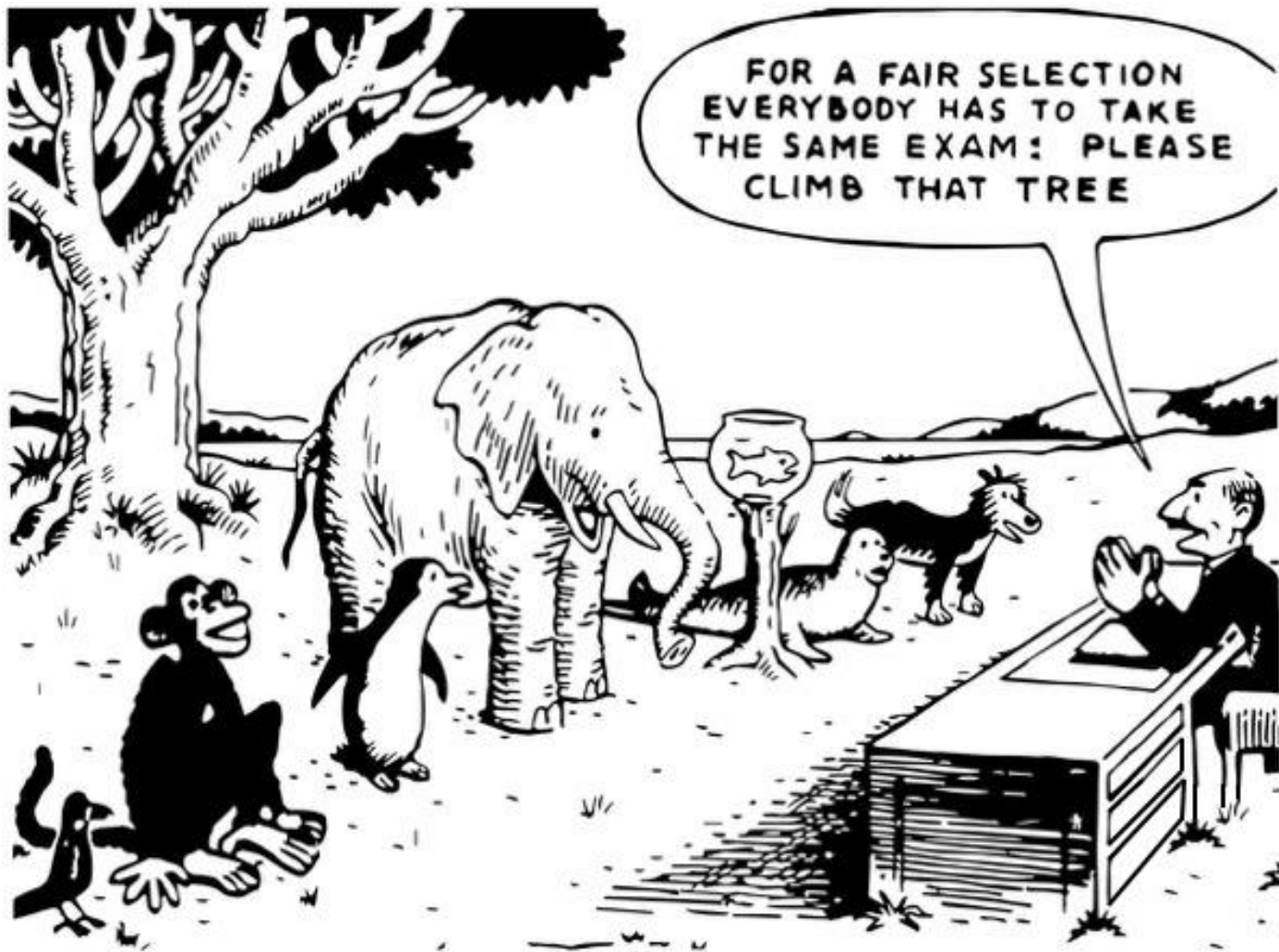


ACKNOWLEDGE MY OWN PRIVILEGES

*The change begins with the
acknowledgement of
inequalities and privileges*



EQUAL
TREATMENT
IS NOT
ALWAYS
FAIR



THE CRISIS



Never forget that a political, economical or religious crisis will be enough to cast doubt on women's rights.
These rights will never be vested. You'll have to stay vigilant your whole life.



Simone de Beauvoir



Women saved our lives

**PARENTING DURING THE
CORONAVIRUS SHUTDOWN:**

DAY 1:



DAY 3:



MASCULINE FACES ARE SEEN AS MORE COMPETENT



The main components of competence impressions are attractiveness, confidence, and masculinity.

DongWon Oh, Lead Author

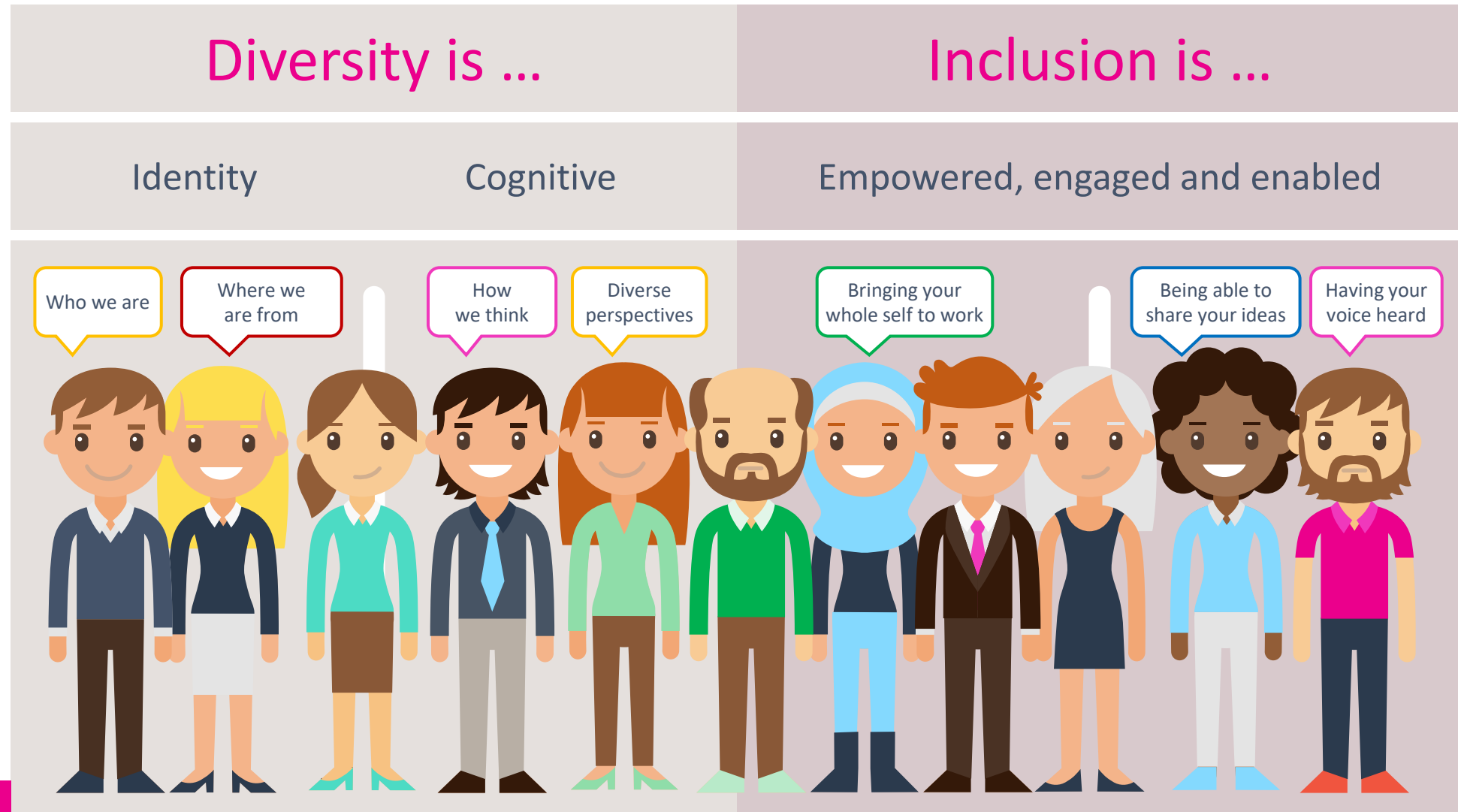
Revealing Hidden Gender Biases in Competence Impressions of Faces

UNCONSCIOUS BIAS IN THE WORKPLACE



- Not getting as many hot assignments as a man
- Not being asked for my opinion as often
- Not getting as much credit for my achievements
- Getting more negative feedback, especially about my attitude (bossy, abrasive, judgemental...)
- Sometimes being set aside from discussions
- Remarks about my clothes or behaviour
- Assumptions about what I want to do with my career based on my relationship status
- Etc., etc...

D&I EXPLAINED IN A PICTURE

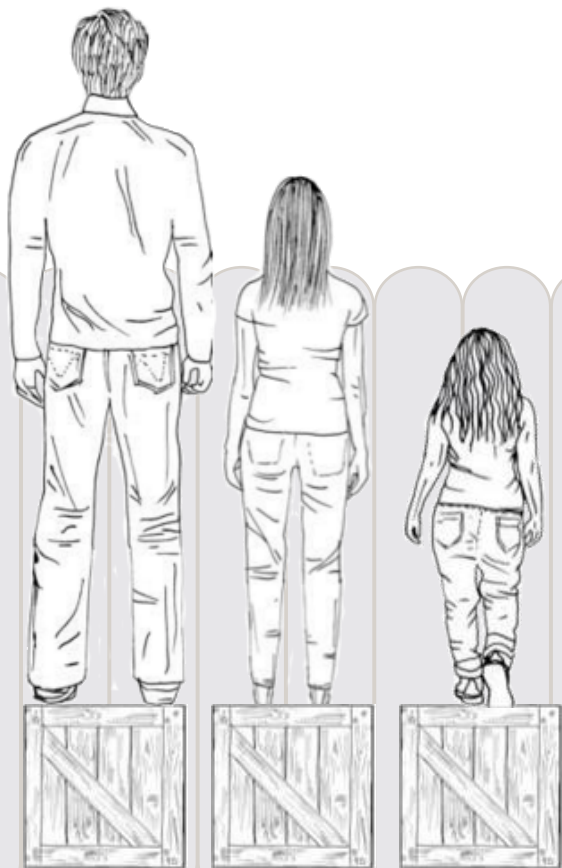




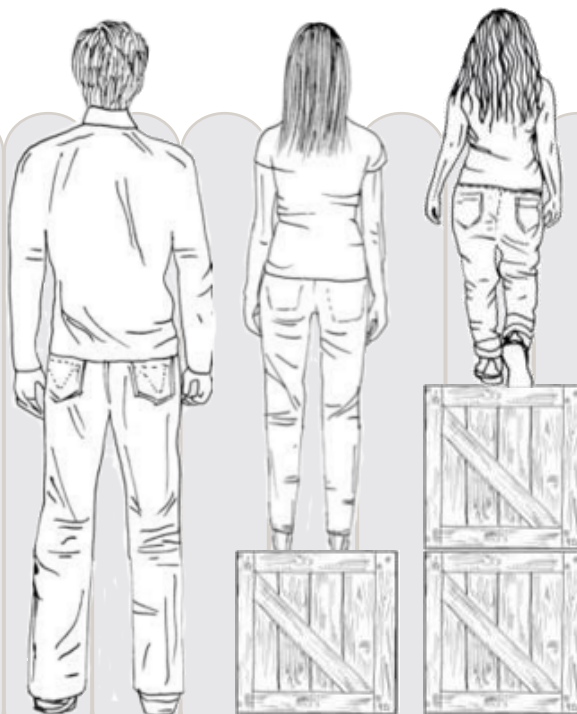


The crisis will endure long term.
Leaders need to take active steps to ensure continued relationship building.
Changes are hitting your people in widely diverging ways.
Segment your employees, like you would your customers and tailor interventions to support them in personalised and meaningful ways.

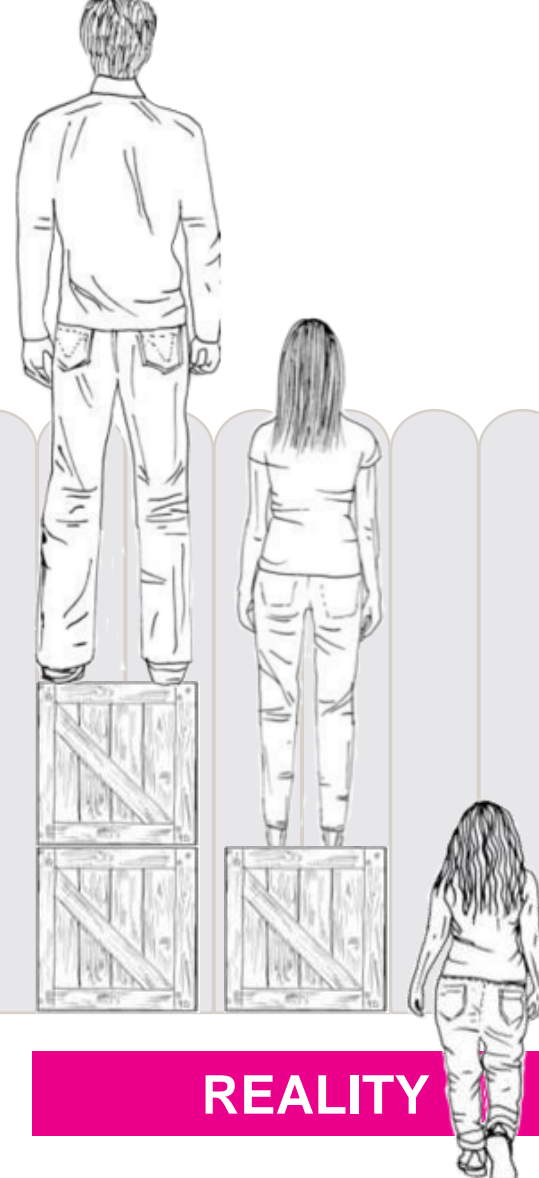
McKinsey – Covid19 and the employee experience



EQUALITY

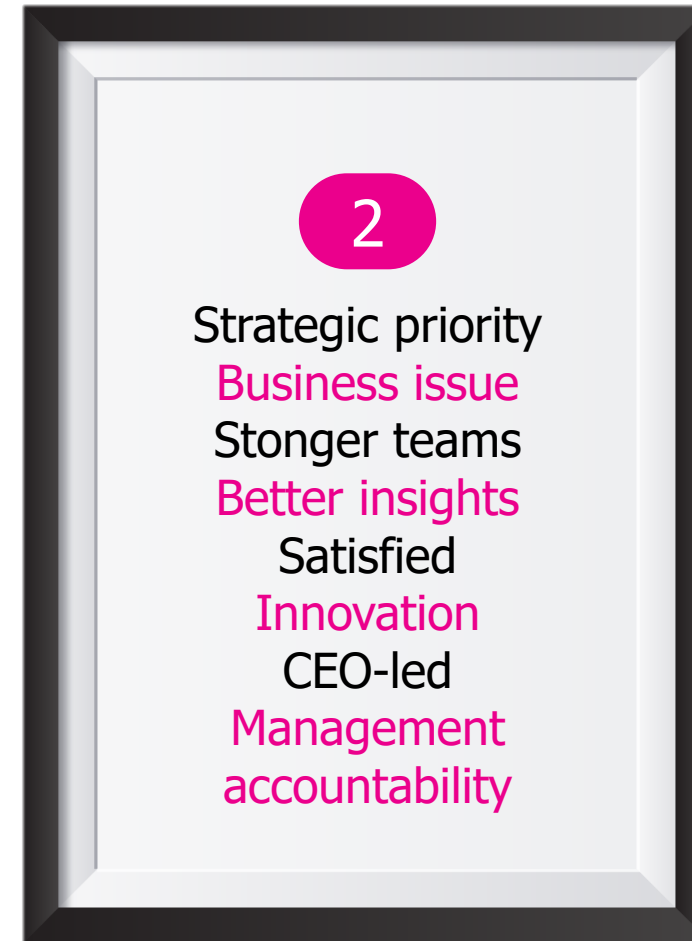


INCLUSION



REALITY

REFRAME THE DEBATE



BUILDING AN INCLUSIVE WORKPLACE

~~Inclusion
is not a
programme~~

**UNIQUE
BELONGING**



INCLUSIVE BEHAVIOURS

AWARENESS

YOU

YOUR BIASES

YOUR PRIVILEGES

HUMILITY



EMPATHY

OTHERS

THEIR PERSPECTIVE

THEIR DIFFERENCES

TRUST

GET THE CONVERSATION STARTED!

We all have a role to play!



- Leaders
- Systems
- Individuals
- Culture



The crisis is a good time for organisations to create more tailored responses to workplace challenges.

There is an opportunity to forge a new commitment to equality and fairness that will ensure more prosperity and well-being for all.

McKinsey – Diversity still matters



Promoting gender equality, advancing the economy

Thank you for your attention

To continue the conversation, register to the JUMP Newsletter on

[**www.jump.eu.com**](http://www.jump.eu.com)

Isabella Lenarduzzi

isabella.lenarduzzi@jump.eu.com