



# THE FUTURE OF WOMEN AT WORK

The Widening Digital Divide

February 28th  
Manchester

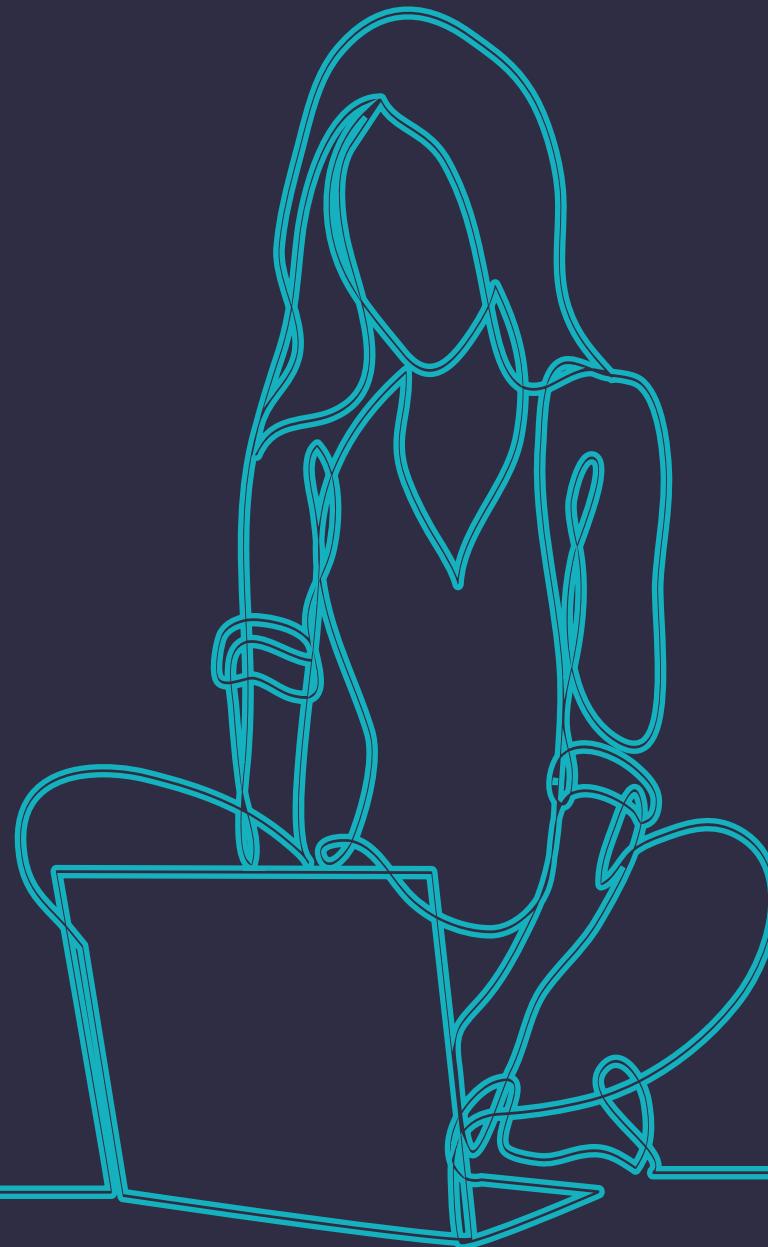


#ENOUGHTALK  
# WOMENSWEALTHEQUALITY

# “WESTERN WOMEN WILL SAVE THE WORLD” THE DALI LAMA

“Releasing the untapped social and economic value of women would certainly make a dent. However, first she must save herself.”

Natalie Jameson  
CEO & Head Heromaker  
The Heroworx Institute



Women + Design for Humanity + Technology  
= A Mothered Earth



# THE FUTURE OF WOMEN AT WORK

There has never been a better time to

Natalie Jameson | CEO & Head Heromaker | The Heroworx Institute



# LEGACY LEADHer

'PERSONAL IMPACT PACK 2020'



## **A Personal Impact Pack**

Your Personal Impact Pack 2020 and step by step guide to making positive change in your life and our world.

## **B #PortfolioPower Career Kit**

A start today guide to building #portfoliopower, additional sources of income and fulfilment without quitting your job! Packed with viable portfolio career ideas, how to work less, doing meaningful

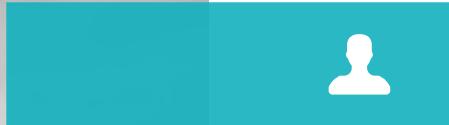
## **C Freedom Systems are GO!**

All women are short on time in their lives and at work. Get this guide to do more in less time flexibly.

## **D Heroworx Choses Giving To Show Our Gratitude**

You have made an impact just because you joined one of the Heroworx Workshops For Good. We will be supporting an impact project aligned to the Global Goals on your behalf.





## EXECUTIVE SUMMARY

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AI and automation are changing the employment and skills market in unprecedented ways. With technology displacing routine and repetitive tasks, a promising prospect emerges: we can be free to apply our emotional, moral and creative abilities — the very capacities that make us human.

What is more, these technological developments present an opportunity to reverse the trends of climate change, poverty and inequality. Engaging with these issues makes commercial sense: consumers and employees increasingly expect business to take the lead in driving social and environmental change — especially where government regulation is absent or inadequate.

But there are challenges and risks associated with these technological advancements, too. Particularly for Women who are already underrepresented at every stage of the talent pipeline. Despite diversity making headline news for several years, the number of senior roles held by women has only narrowly improved over time.

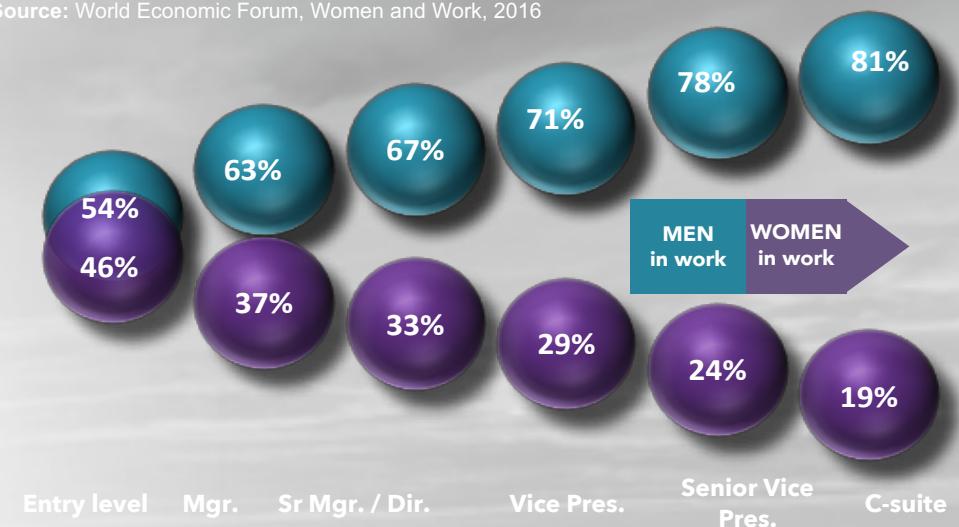
## THE DIGITAL DIVIDE THREATENS WOMEN'S JOBS.

Digital technologies such as Ai and Automation are adding another layer of risk to an already long list of issues which negatively impact women's lifetime earning trajectory and career options. The World Economic Forum predicts that by 2026, technology will replace 1.4 million jobs in the US alone. With 57% of these jobs being held by women, a significant part of the female workforce is facing the treat of technological displacement.

## WOMEN ARE CURRENTLY UNDER-REPRESENTED AT EVERY STAGE OF THE TALENT PIPELINE.

The infographic below shows that despite entering the workforce at similar levels women are still underrepresented at every stage of the talent pipeline. Harvard Business Review states that 93 percent of highly qualified women, who leave their careers find it increasingly difficult to return. This consistent cycle of women dropping back in the workforce creates detrimental losses for companies and women alike. Employers who are actively focused on increasing their levels of experienced female hires, career returners need to radically change their approach.

Source: World Economic Forum, Women and Work, 2016



## THE BOTTOM LINE

If widespread re-skilling isn't action is taken, many women will be faced with the prospects of long-term unemployability, an inability to contribute to the development of society as well as decreased societal status and income mobility. Such negative outcomes would not just affect women: they represent lost opportunities for all of humankind. The so-called diversity dividend — the untapped value of women in STEM — is estimated at an additional \$28 trillion, or 26 percent of global GDP by 2025.

# IS YOUR BUSINESS READY TO LEVERAGE YOUR FEMALE TALENT IN THE DIGITAL ECONOMY?

This white paper sets out the conditions and requirements that will enable CEO's who are serious about attracting, retaining, and promoting high-quality multi-passioned female talent, to emerge as leaders in this volatile and complex digital economy:



## PURPOSE & VALUE ALIGNMENT

Elevate a new breed of leader for whom purpose, values, ethics and the proactive of consideration of intentional and unintentional risks are not separate from the creation of sustainable economic development and profit.



## HEART-CENTRED WORKPLACES

Heart-centred workplaces recognise and harness a women's skills and emotional strengths and vulnerabilities. Enable personal wellness conversations to happen. Embrace arts-based communication and problem-solving strategies help to respect and champion what is human and makes for a happy and



## A 'THINK DIGITAL' MINDSET

Demistify technology and digitalisation for women to foster the diverse & equal representation and influence in the design, development, procurement and use of digital technologies in business and society.



## ENTREPRENEURSHIP & INNOVATION

Build creative confidence with transferable design thinking, business model skills training. Support portfolio careers and opportunities to develop outside of their job. Enable entrepreneurial value creation. Mutually beneficial skills will enable business growth and women's navigation of careers/ earnings through both planned and unexpected life events.



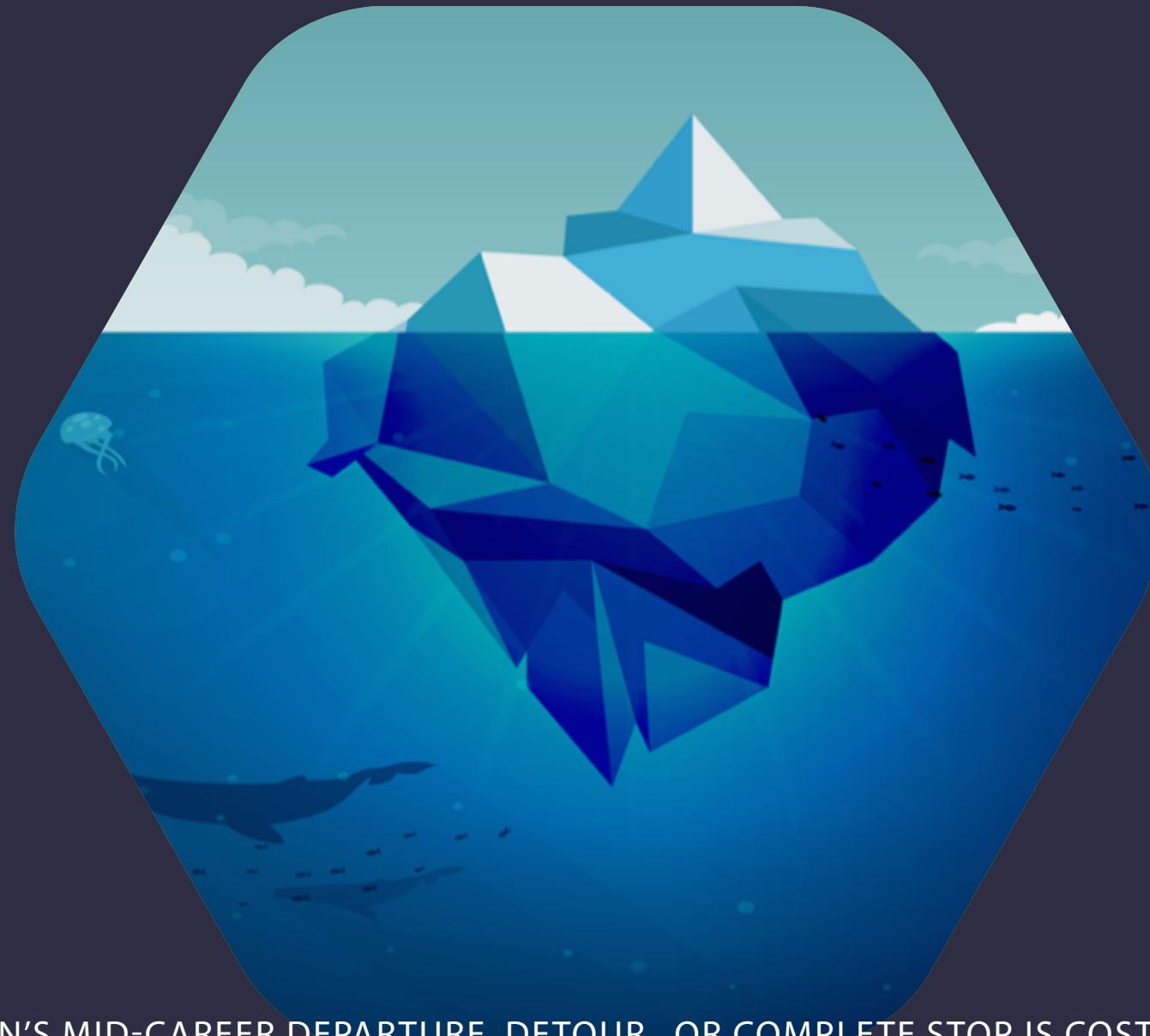
## REACH & SOCIAL INFLUENCE

Train women as social sellers with world class pitching skills to amplify their impact and influence. Equip women with the confidence, ability and digital career assets to create authentic, highly visable personal brands. Foster social advocacy, enhance public relations and raise the attractiveness of your brand to female talent.



## EFFICIENCY & PRODUCTIVITY

Companies who are serious about attracting, retaining, and developing high-quality female talent, must view themselves as growth platforms for talent where women can develop themselves faster than they could elsewhere.



WOMEN'S MID-CAREER DEPARTURE, DETOUR, OR COMPLETE STOP IS COSTING THE ECONOMY BILLIONS AND ADDING TO THE RISKS OF FINANCIAL HARDSHIP FOR WOMEN IN LATER LIFE



What women want.

# Bravery begets the talent.

When it Comes to Talent Attraction the Riskiest Thing You Can Do Is Play it Safe.

It's a big mistake to believe that your best recruits will only apply their talents in their jobs as your employee. It is also a misconception that most women are leaving employers because of family reasons.

What if your female talent strategy not only acknowledged the new psychology of employment, it made it easier to thrive outside of their jobs and you become a catalyst for career and life transformation ?

30% of UK workers have a side business. Today's 'gig' economy is not going away and forward thinking employers who provide skills such as innovation, entrepreneurship & digital literacy, which can be useful outside of their role, is also a competitive advantage in attracting and retaining the best people.

The best of the best are always filled with ideas and the last thing you want to do is to close the doors on their creative output.



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## Today's Digital Landscape Lacks Gender Diversity

### THE DIGITAL GENDER DIVIDE

The term 'Digital Divide' describes a gap in access to and usage of information and communication technology. Originally applied to the question of having or not having access to technology, the term is now more generally applied to digital skills: those lacking such skills are destined to become more and more disadvantaged as digitalisation progresses. As disruptive change is affecting business models, jobs are displaced, and a new labour market emerges.

These trends and drivers of change risk sustaining or increasing other existing, gendered inequalities. Their roots lie in many 'offline' issues, such as poverty, gender discrimination and old-fashioned gender stereotypes, discouraging women from participating in the world of technology from a young age.

# Unconscious Bias

Male bias has also been reported to occur in the development of cures and administering medical trials in clinical studies. And some believe that if menstruation affected both men and women, products and pain relief technology would have advanced more significantly.

Debbie Sterling, engineer, founder and CEO of GoldieBlox, gives a practical example of such unconscious bias: when she walked into an all-male business incubator workshop with her product prototype covered on a tray, their first thought was to ask her if she had baked them some cookies.

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DEBBIE STERLING, ENGINEER,  
FOUNDER AND CEO OF GOLDIEBLOX

## A Lack of Gender Diversity Equals Poor Tech-Driven Growth

This lack of gender diversity seriously limits an industry's commercial potential. Women are powerful consumers: they influence 83% of all consumer spending and control 27% of the world's wealth. They also make wide use of tech products, and half of all gamers are female.

If businesses want to maximise their commercial potential and address the full range of human needs and desires, they need to take a holistic view of the diverse values held by their target audiences.

A study by Struch, Schwartz and van der Kloot shows that men perceive 'success' more in terms of self-development and personal accomplishments, whereas women include their family in their definition of success. Men associate the value 'healthy' with family and national security, whereas women associate it with happiness, a comfortable life, and pleasure. Women have also been found to hold more empathetic, generous and egalitarian values, and they're more likely to show care-based moral reasoning.

### 1 What does effective diversity at board level look like?

An effectively diverse board effortlessly grows shareholder value because it is informed by fresh thinking and wide perspectives for innovation, and organizational creativity.

### 2 How does inclusive leadership impact decision making?

Leaders who's 'checks and balances' include and embrace individual differences are likely to discharge their duties and adhere to laws with superior risk management and achieve higher return levels than a board that has 'biased-blindsights'.

## The Digital Divide<sup>12</sup> Puts Women's Jobs at Risk

99% of new jobs being created now require digital skills. As a result, digital skills increasingly define social mobility; those who have no access to computers, the internet or other forms of IT are at risk of falling behind.

The UK in particular is facing a digital skills crisis: an estimated 12.6 million adults lack the basic digital skills needed to cope in our modern society, and 5.8 million adults have never used the internet at all. Especially women are often reticent to pick up new technologies and digital skills and therefore at greater risk of unemployment and lack of social mobility.

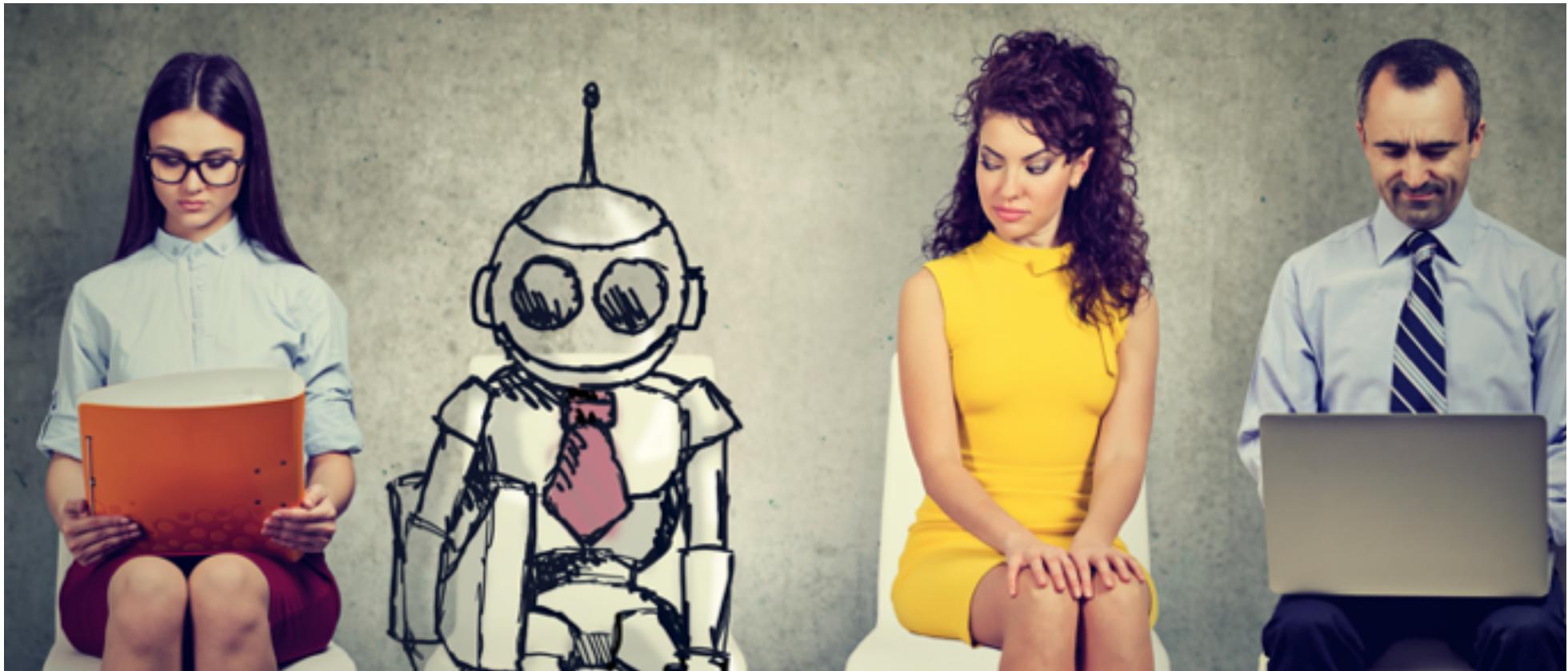
Cisco estimates that more than 1 million security jobs worldwide are unfilled. (ISC)2 reports that women currently represent only 11 percent of cybersecurity professionals. Those unfilled cybersecurity jobs are not just a simple staffing issue; they're a matter of national security, caused by the lack of digital skills in this area.

### 3 What impact does improved diversity at board level have on wider company culture?

People from diverse cultures have their own set of primary cultural drivers. In the U.K. we systemize a culture driven by popularity, promotion and financial reward. Boards shouldn't assume that the drivers are the same for everyone. i.e. it could be family standing or recognition for community contribution.

### 4 How can an inclusive and diverse board get an advantage in a crowded marketplace?

A culturally intelligent and diverse board is more likely to create a high performance culture when the board is curating resources and conducting business according to the cultural, values and intrinsic drivers of its people.



5 **What steps can a business take to recruit a suitably diverse leadership team?**

Focus on innovation and agitation when appointing new talent. Train your frontline female talent to innovate as well as your 'obvious talent'. Great ideas and leadership is often overlooked. As well as utilising Rec-Tech to aid designing out biases, create an interview panel with diverse guests interviewers.

6 **How to can boards look beyond gender, education and experience for diversity?**

Recruit or augment through N.E.D.s and non obvious talent for diversity of opinions, education, expertise and ideas as well as for obvious diversity. Values based psychographic tests to seek appropriate perspectives and soft skills for the future of enterprise.

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8 **What challenges do boards still face in terms of improving diversity?**

Complacent tokenism can mask authentic progress. Boards that comprise a higher than average female/ethnic contingent, but aren't diverse in thinking, education, experience or economic backgrounds will miss the prize that real diversity brings.

## The Effect of Automation on Female Job Displacement

While the majority of the disruption caused by new technologies has so far been focussed on the manufacturing sector, the 2017 Deloitte Human Capital Trends Survey found that 41% of companies in all industries have fully implemented or have made significant progress in adopting cognitive technologies, AI and Robotics. 67% of employees believe they must continuously re-skill themselves to stay in their career, and 58% believe they will have a new career within five years. Some roles in these areas may cease to be carried out by humans altogether. An empirical study at Oxford University found the following roles 98% likely to be automated:

- Bookkeeping clerks
- Accounting clerks
- Auditing clerks
- Legal secretaries
- Credit analysts
- Mathematical technicians
- New accounts clerks

Popular career choices for women will thus be among the worst hit by the wave of displacement coming to professional services, financial services, customer services, administration and clerical roles.

Technology may destroy jobs in some markets; it can be a job creator in others: Cybersecurity, social media, user experience design,

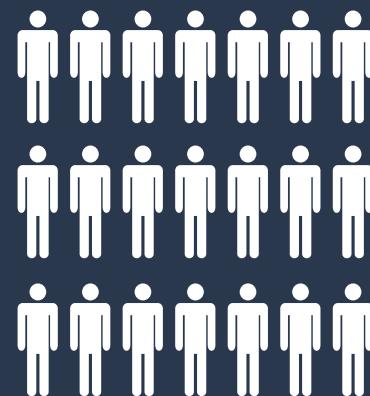


AI and Automation can now perform legal services like, contract review, due diligence, and legal outcome prediction , quicker, cheaper and more accurately than humans can.

The current women in leadership training marketplace is characterised by generic programmes which tend to focus on the confidence gap rather than preparing women to lead in the future of the digital enterprise. They do not prepare female talent with a digital mindset or the specific skills they need for the future of work.

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# Current Initiatives to Bridge the Digital Gender Divide

Women will fall behind when technology is outpacing skills and organisations are not keeping up. A number of attempts have been made to counteract these problems.

Megan Smith was the 3rd Chief Technology Officer of the United States and Assistant to the President, serving under President Barack Obama. She's also a former vice president at Google. Her big vision is for every child, including girls, to be able to code. For students to be able to understand the technology that they use every day, they need access to those building blocks from an early age.

## "Extracurricular" Initiatives that Include Women

In a similar vein, Microsoft has set up youth hubs to support the disadvantaged in developing their digital skills for the workforce. In these areas, young people reported a 90% improvement in their technology skills, while 87% felt more confident to pursue a digital career and 88% showed improvements in motivation, responsibility and resilience.



## #EACHONETEACHONE

In Manchester, a number of tech meetups cater for people at all skill levels from learner to 'digital jedi'. For example, 0161codepen is an informal, all-black, female-led beginners' coding collective operating on an #eachoneteachone basis.

Another such collective is #stackofpancakes, where beginners can learn and share the basic skills needed to build a website.

## Whats Missing From Female Leadership Training?

However good these initiatives may be, they are needed on a much bigger scale if they are to have a wide and lasting effect on the British workforce. Moreover, too little is done to address the specific needs of women and to drive the kind of organisational change that will help women thrive in the digital age. The current female leadership training marketplace is characterised by generic programmes which tend to focus on the confidence gap rather than preparing women to lead in the future of the digital enterprise. They do not prepare female talent with a digital mindset or the specific skills they need for the future of work.



# WE ARE A BUSINESS FOR GOOD.

As a B1G1 Business For Good, we incorporate purpose and meaning to our business through giving. Together we are making great difference in the world by doing what we do every day.

OVER 100 MILLION

Through our giving stories, we are able to create micro-giving impacts simply by doing what we do everyday. For example:



When we book a **FUTURE FIT FEMALE** Career workshop, or a corporate lunch and learn, a child receives access to education-saving water.

## TOTAL GIVING IMPACTS

Giving has become a habit for us. By creating micro-giving impacts everyday, we believe that great things can be achieved.

We've given 9,125 days of access to life-saving water to children in Cambodia.

We've provided 12,003 days of access to personal hygiene to girls in need.



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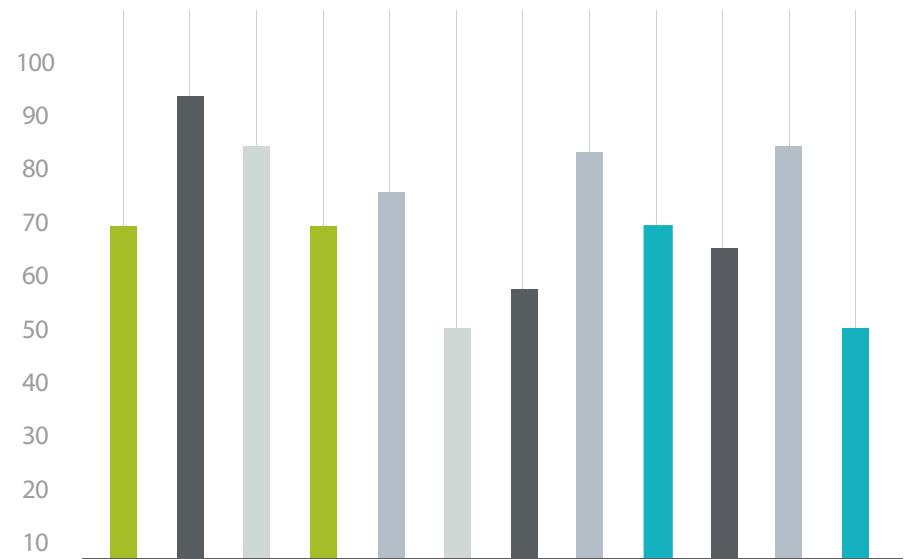
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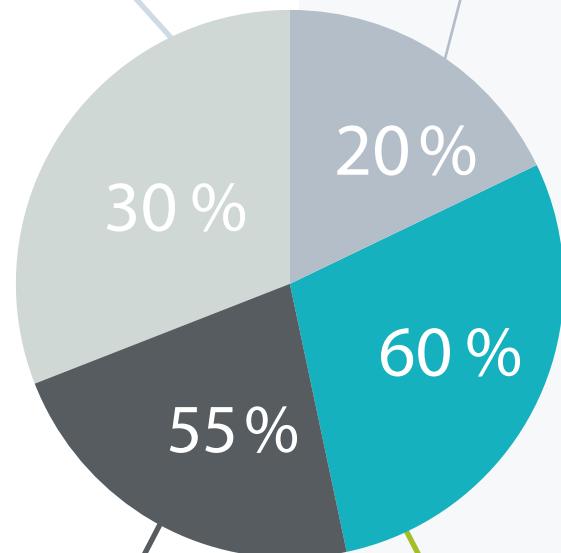
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# We Made Awesome Projects

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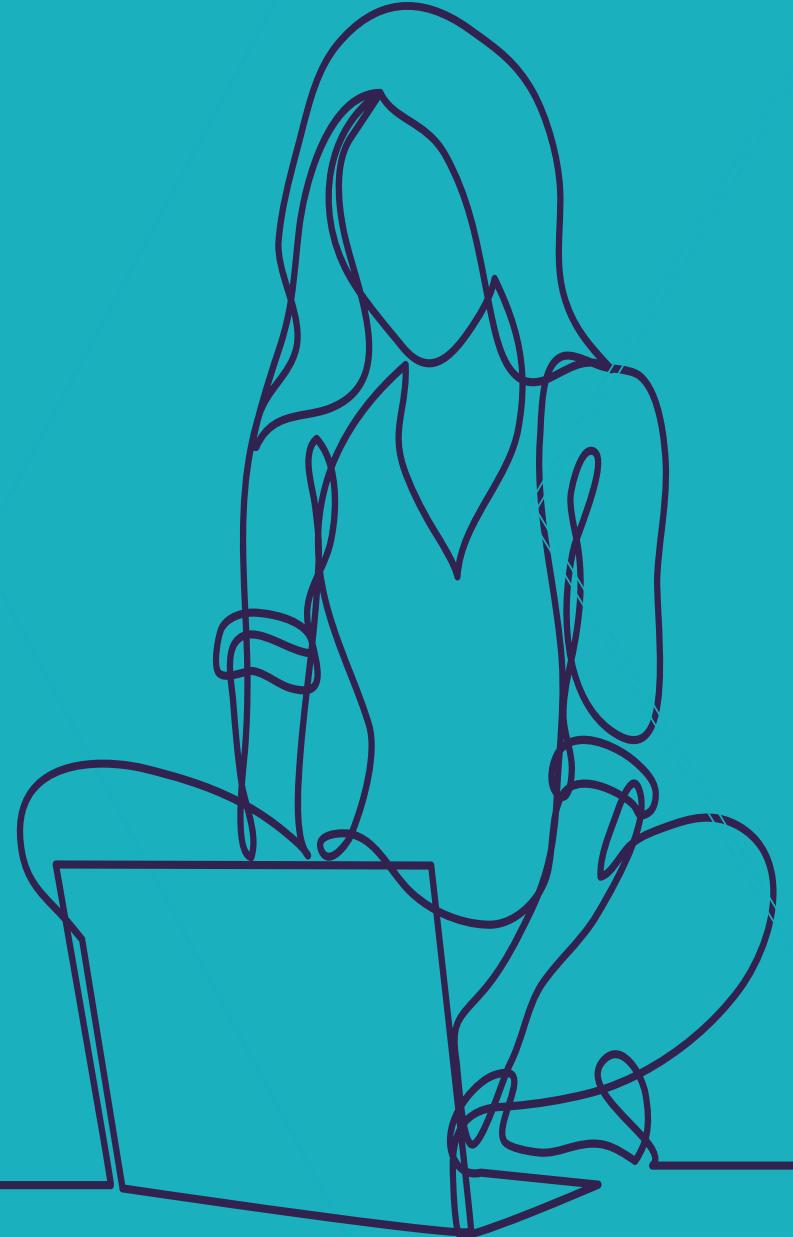
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# THE FUTURE OF WOMEN AT WORK

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