



4 Claves para impulsar el cambio hacia la diversidad de género en las empresas

Findings from World Economic Forum's 2016 Global Gender Gap Report show the following:

Women earn less money than men

The average global earned income for women was estimated at \$10,778 and the average men's income was about \$19,873.

WOMEN \$10,778

MEN \$19,873

Women take on more caregiving and housework

On average, worldwide, men only do 34% of the unpaid work that women do. Girls spend 30% more of their time on unpaid work than boys do.

Women have less political power

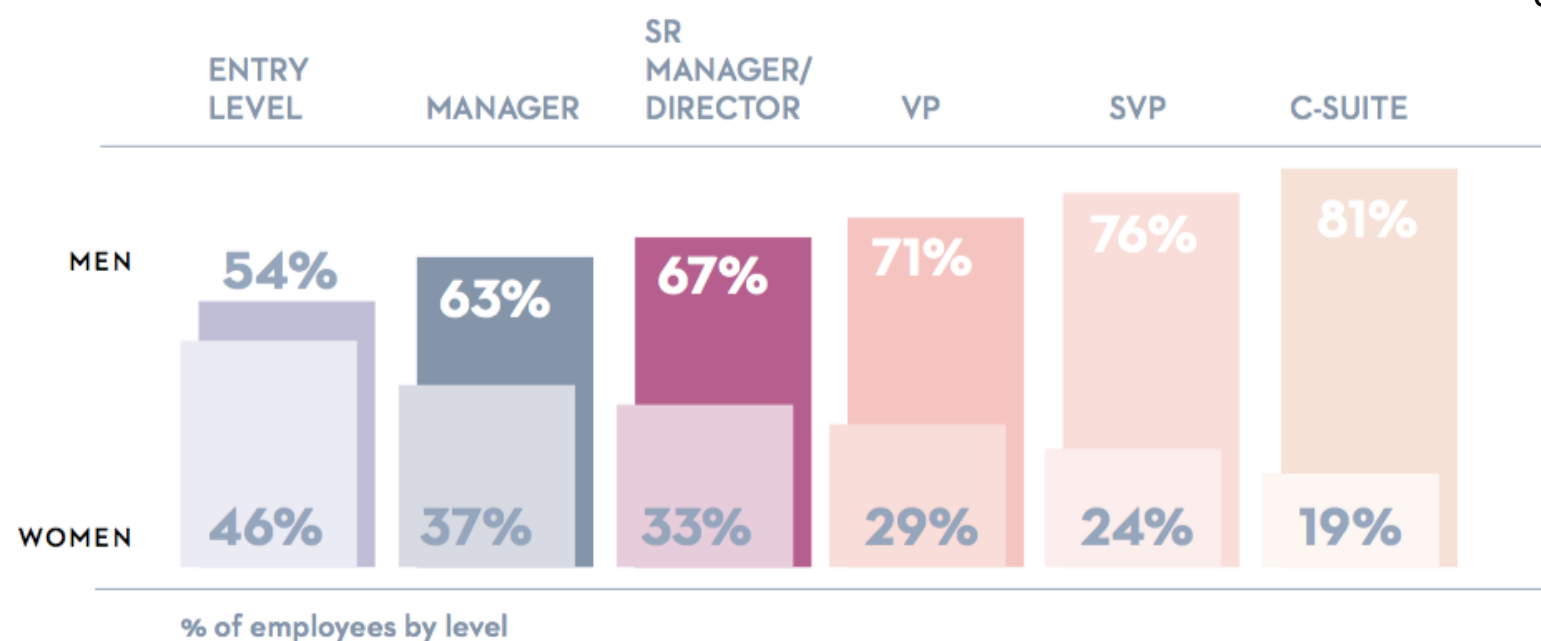
Women only have 23% of the political power that men have worldwide. In the United States, things are even worse – with women wielding only 17% of the political power.

Fewer women choose STEM fields

The WEF found that 30% of all male students had degrees in STEM subjects, while only 16% of women are pursue STEM degrees. More women need to pursue STEM fields if women are to reach economic parity with men

SPAIN was among the 10 EU member states specifically encouraged to urgently **improve the provision of quality, affordable full-time childcare, access to long-term care** and to remove obstacles and disincentives to economic independence

Women are underrepresented at every level in the corporate pipeline



Catalyst Modern Guide to Equality Volume 1
2017 Report on equality between women and men in the EU

TASA DE EMPLEO (3T 2016)

58.6% mujeres

70.3% hombres

**BRECHA DE GÉNERO EN EL
EMPLEO A TIEMPO COMPLETO
(2015)**

16%

**PROPORCIÓN MUJERES EN
CONSEJOS DE EMPRESAS IBEX35
(2016)**

20,3%

BRECHA SALARIAL (2015)

14.9%

**BRECHA DE GÉNERO EN IMPORTE
PENSIONES (2015)**

34% APROX

**BRECHA DE GÉNERO EN
COBERTURA DE PENSIONES (2015)**

22-29%

**BRECHA DE GÉNERO POR
TOTALIDAD DE INGRESOS (2014)**

35.7%

....en España

**“Never be afraid to do something
just because it hasn’t been done before”**

Tiffany Dufu
Author of “Drop the Ball”

“Companies in the bottom quartile for gender, ethnicity, and race diversity statistically have below- average financial returns.”

McKinsey & Company

“Diverse teams make better products. Period.”

Debra Sterling, GoldieBlox

“There isn’t one business program that hasn’t been made better from the inevitable conflicts that come from having people with differing perspectives and experiences contributing.”

Jessica Tarlov, Bustle + Fox Contributor

+9%

increase in sales revenue

+20% 85%

increase in innovation revenue

key driver of innovation

#STOP&MEASURE

#VITAL 1

Paridad

Tiene que ver con...

- Comunicación
- Transparencia
- Valores
- Igualdad efectiva
- Eliminación de sesgos

#VITAL 2

Progreso

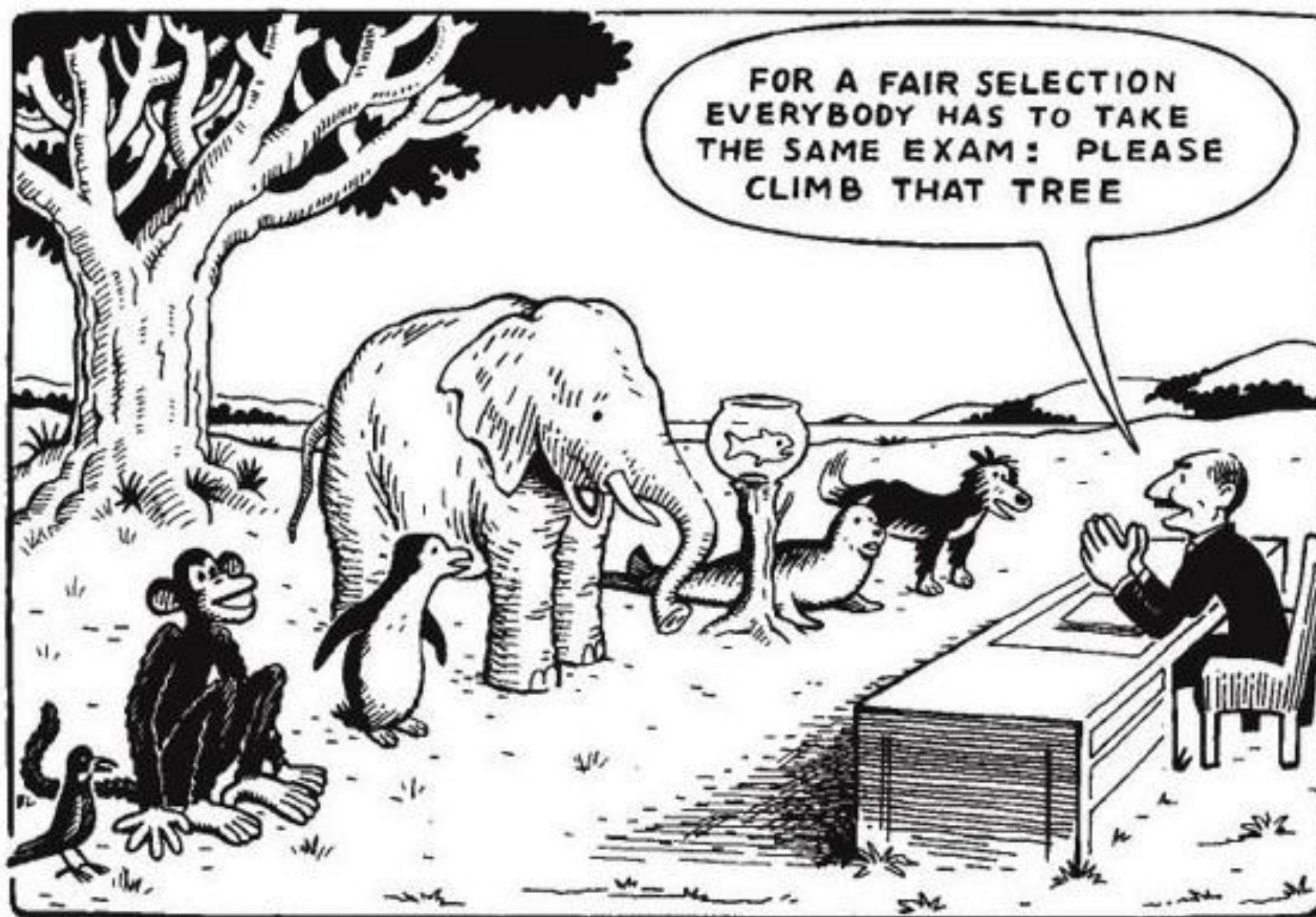
Tiene que ver con...

- Mentoring
- Sponsoring
- Coaching
- Ayuda mutua
- Liderazgo
- Resolución de conflictos / negociación
- Equilibrio entre vida personal y profesional
- Acceso igualitario

#VITAL 3

Cultura

Empatía + Tolerancia + Seguridad



La apuesta por la innovación - La Gestión de la Diversidad

#VITAL 4

Liderazgo

PROPÓSITO+COLABORACIÓN+COMPROMISO

Definir los valores de igualdad
ejemplificarlos y hacer que todas y todos los hagan suyos

#CHANGE

La apuesta por la innovación - La Gestión de la Diversidad

#LEADtheEXAMPLE



FUNDACIÓN
DIVERSIDAD

Promovida por
Fundación Alares®

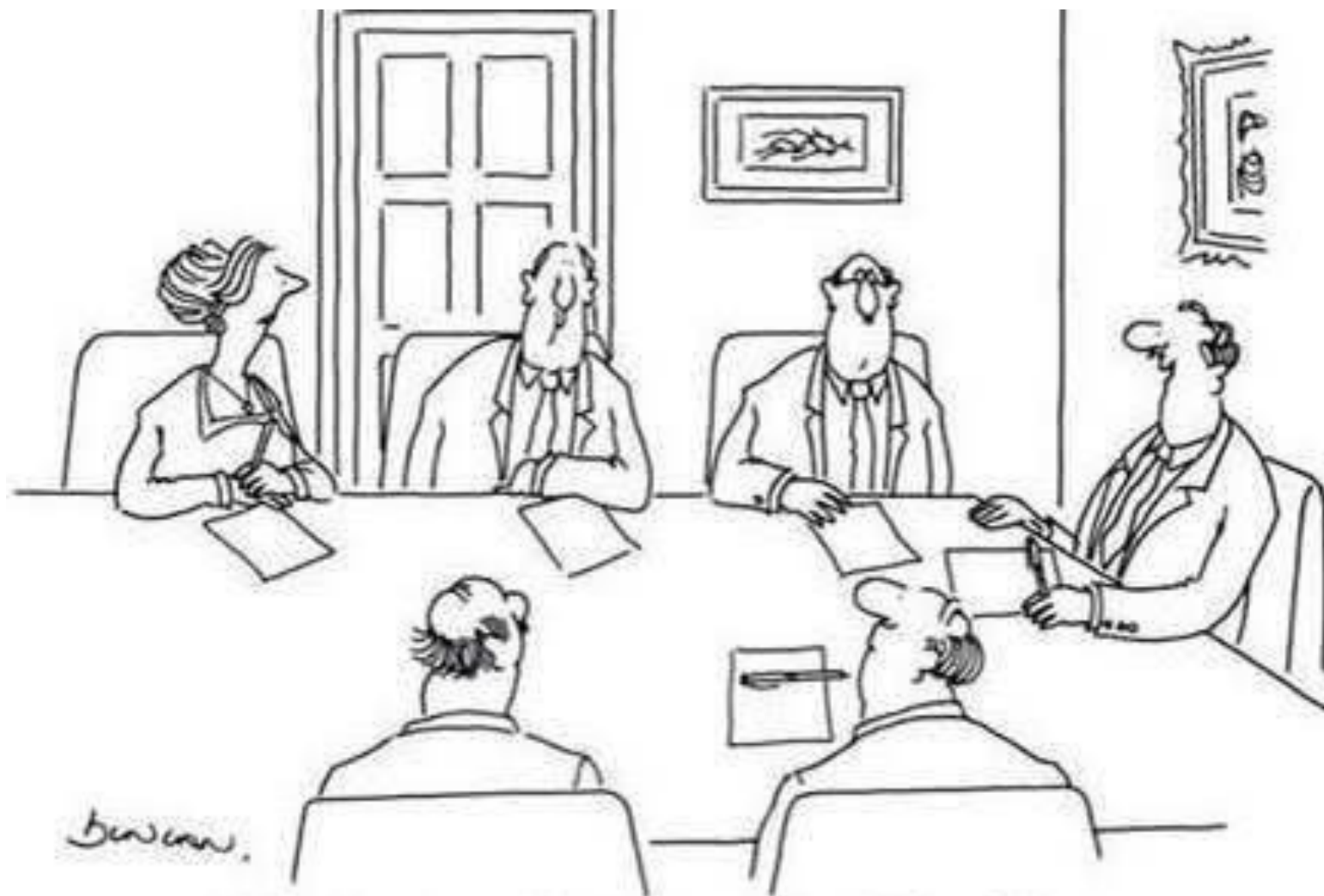
© Randy Glasbergen / glasbergen.com

Women's
ECONOMY
EUROPE

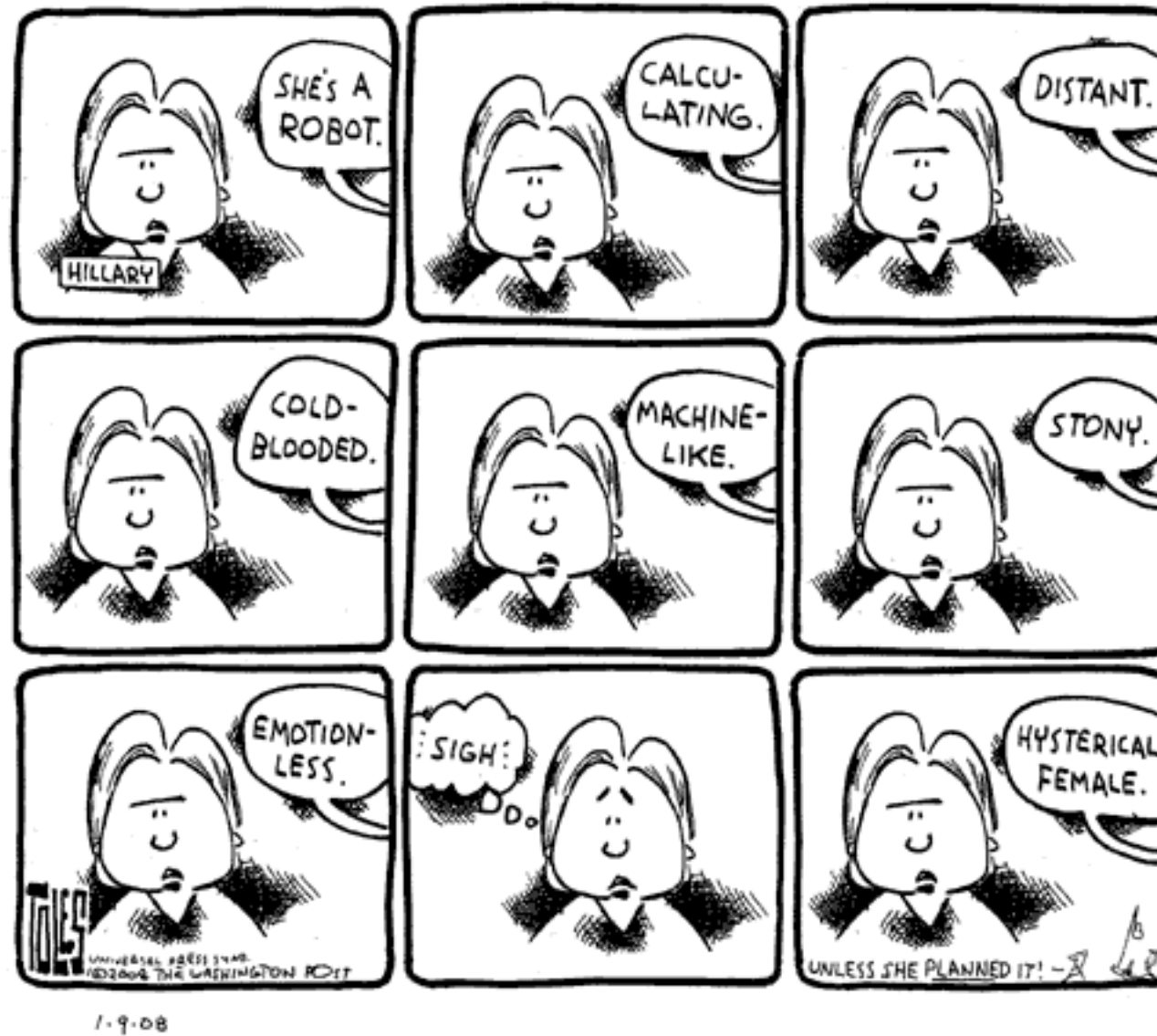


**“Our office coffee machine makes 50 different flavors.
That counts as workplace diversity, doesn’t it?”**

La apuesta por la innovación - La Gestión de la Diversidad







La **diversidad** es contar los números

La **inclusión** es hacer que los números cuenten

Las empresas
hemos de trabajar en ambas dimensiones

s.mally@womenseconomy.eu

@MallyStella

@WomensEconomyEU