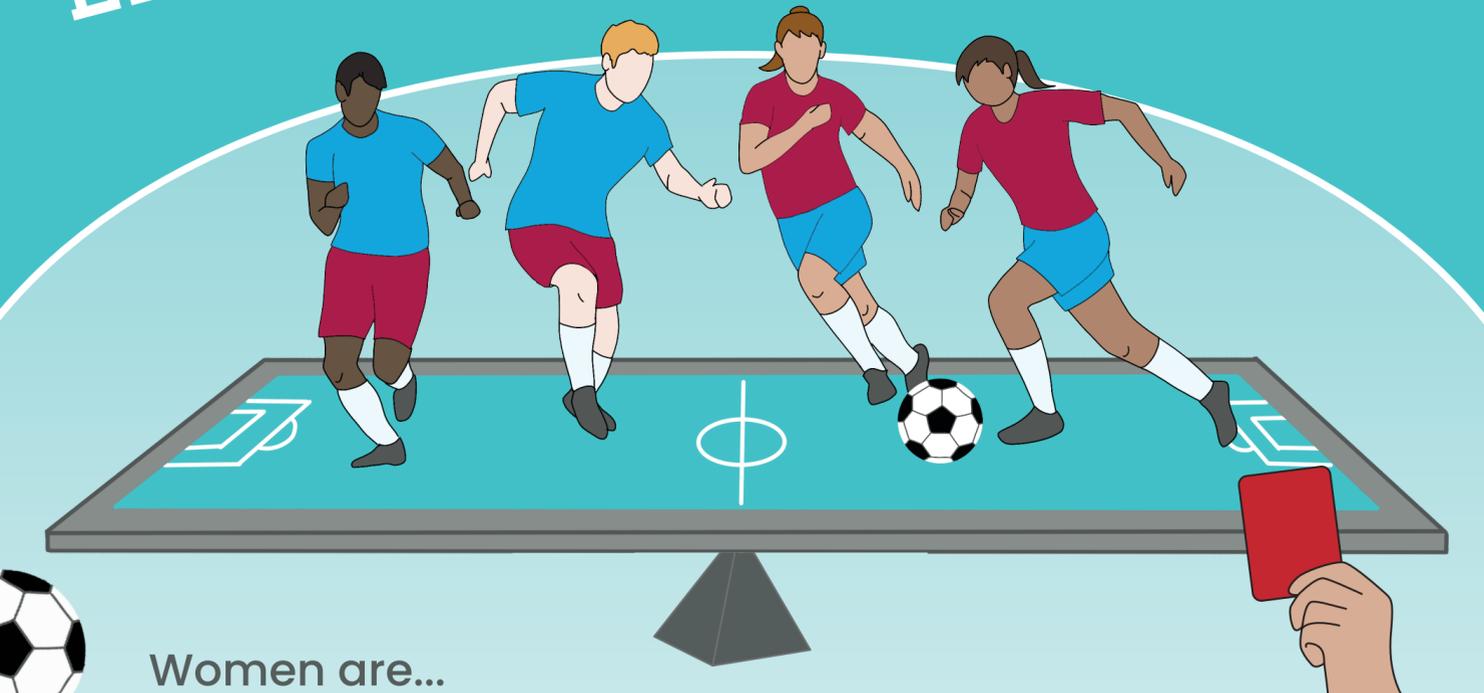


LEVELING THE FIELD

MAKING PERFORMANCE MANAGEMENT WORK FOR WOMEN



Women are...

- 17%** Less likely to say their manager can effectively have difficult conversations
- 16%** Less likely to indicate they have formal performance conversations
- 14%** Less likely to say their organization has a culture of trust
- 8%** Less likely to say their work environment facilitates information sharing

... than men.

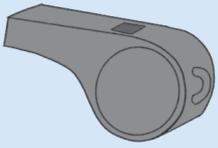
These differences may look comparatively small, but they represent clear, systemic, significant disadvantages for women, resulting in a consistently unequal experience.

But when these things occur, employee engagement and business performance is higher

Create a Winning Strategy



CULTURE



63% of men vs. 49% of women

feel their company is doing "everything they can" to improve gender diversity¹

Reinforce the 3 Fs of a Strong Performance Management Culture



FAIRNESS

- Establish consistent expectations
- De-bias rating scales
- Make time to reduce bias in assessments



FEEDBACK

- Increase feedback frequency
- Leverage technology
- Establish specific criteria for feedback



FUTURE-FOCUS

- Reassess development responsibilities
- Create mentorship / sponsorship cohorts
- Create project marketplaces

CAPABILITY OF MANAGERS



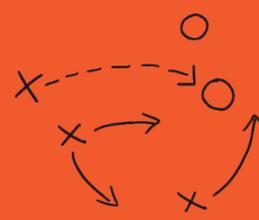
49% of managers don't know what they can do to improve gender diversity²

Help Managers Remove Barriers



VISIBLE

- Discuss potential influence of bias in decision-making
- Weave insights on gender equality into communications



SEMI-VISIBLE

- Teach managers how to improve gender diversity
- Train managers on incorporating diverse perspectives effectively



INVISIBLE

- Provide support through informal networks
- Facilitate information sharing

CLARITY



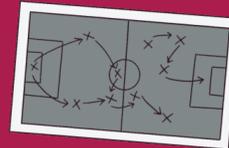
Women are **nearly 4X** more likely than men to report that clearer goals would help their performance

Create Insight about Today's and Tomorrow's Goals



TODAY'S GOALS

- Create clear goals
- Update goal progress regularly



DATA-BASED INSIGHTS

- Provide goal progress data
- Leverage metadata from existing tech to create new insights



LONG-TERM DIRECTION

- Communicate strategic direction broadly
- Connect women with senior mentors / sponsors

Make Your Game Plan



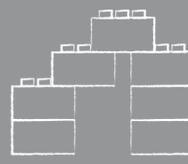
Take our self-assessment



Collaborate with stakeholders



Identify areas to work on



Build broader support for changes



Get feedback from your organization

Read our report: <https://redthreadresearch.com/2020/06/25/women-pm-covid>