



March is women's history month, which was established as a time to commemorate and encourage the study, observance and celebration of the vital role of women in American history. Now is a great time to explore ways to support and advance women in the workplace.



THE BUSINESS CASE FOR SUPPORTING WOMEN IN YOUR WORKPLACE

In addition to creating a more equitable work environment, supporting female employees has many other benefits for businesses. Here are some of the key reasons why companies should invest in initiatives that support women:

1. IMPROVED EMPLOYEE MORALE AND PRODUCTIVITY

When women feel supported and included in their workplace, they report feeling more satisfied with their job and motivated to work harder. Increase engagement and productivity leads to better results for the company.

2. INCREASED CUSTOMER LOYALTY

Customers are more likely to support companies that demonstrate a commitment to gender equality and diversity.

3. GREATER INNOVATION

A diverse workforce is essential for driving innovation, as it encourages different perspectives and challenges the status quo. This can lead to more creative solutions and new ideas that can benefit the company's bottom line.

4. INCREASED MARKET SHARE

Companies with a strong commitment to empowering women are more likely to attract top talent, which can help them gain an edge over their competitors.



Supporting women in the workplace is not only the right thing to do; it also makes good business sense. By providing women with the same opportunities as men, businesses can create an environment where everyone is valued and respected for their skills, talents and contributions. This helps ensure that every employee feels respected and included in the workplace, promoting a more positive atmosphere of collaboration. Companies that invest in initiatives that create equitable working environments for female employees are more likely to succeed in today's competitive marketplace.

HOW TO BETTER SUPPORT THE WOMEN IN YOUR WORKPLACE

There are many actions companies can take to create a more equitable work environment for their female employees. Here are five ideas for supporting women in the workplace:



IMPLEMENT FLEXIBLE POLICIES

Flexible working allows employees to structure their hours around other commitments like care-giving responsibilities, which can reduce the gender pay gap by allowing women to care for their families while still working instead of having to choose between their careers and family responsibilities.

OFFER MENTORSHIP

Empowering women with mentors can help reduce the gender gap in leadership roles. Organizations must provide female employees with access to executive education, coaching sessions, and other development opportunities in order to provide them with the skills necessary for success in senior-level positions.

PROVIDE ADVANCEMENT

Companies must create career paths for female employees that are tailored to their unique skills and interests. This includes planning ahead for potential promotions, offering training and development opportunities, providing access to mentors and sponsors, and creating a culture of open communication between managers and employees.

INCREASE DIVERSITY

A diverse workforce is essential for fostering an environment of inclusivity and respect. Companies should strive to make their workplace more diverse by seeking out a wide range of candidates, investing in unconscious bias training, and creating an environment where everyone feels welcome regardless of gender or background.

PROMOTE PAY EQUALITY

Despite progress made in recent years, there is still a large gender wage gap. To ensure that everyone is paid equally for their work, regardless of gender or other factors, companies can conduct pay audits, eliminate hiring policies that rely on salary history, and ensure that women are offered the same advancement opportunities as men.

This Women's History Month is the perfect opportunity to start investing in initiatives that support women in the workplace. With the right tools, companies can begin to bridge the gender gap and create strong foundations for success, both for the women in their workplace and their overall organization. By doing so, they will be able to attract and retain top talent in their organization while also helping to create a more equitable environment for all.

For more information on how to support your employees, please reach out to us at info@kapnick.com or 888.263.4656.

