

CLOSING THE GENDER GAP IN THE MODERN WORKPLACE



UNLEASHING
WOMEN'S
CAREER
PROSPECTS



Co-funded by
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EQUALISER PROJECT

ABOUT THE PROJECT

The EQUALISER project strives to promote **gender equality** in the modern **workplace** by assisting private firms in implementing gender mainstreaming strategies.



ABOUT THE PROJECT

EQUALISER aims to:

1. Raise awareness about workplace gender inequalities
2. Inform about the needs and gaps in organizational structure, processes, and practices contributing to this issue
3. Encourage decision-makers to make gender mainstreaming a continuous organizational process
4. Integrate a long-term change in the business culture, with fewer stereotypes and discriminatory behaviors
5. Create a safe and secure environment in which all employees can thrive and grow



THIS PRESENTATION

The material presented is part of **EQUALISER project** and seeks to support the employees of an enterprise in their working context.

The material is developed in order to help the target group overcoming **gender knowledge gaps and stereotypes** in order to transform the working environment and change the relationship dynamics in the workspace.



MODULES

Module 1 - Discovering Gender Equality Concepts & Principles

Module 2 - Beyond the Norm: Shattering Gender Stereotypes

Module 3 — Balancing Act: Women as Employees and Caregivers

Module 4 — From Glass Ceiling to Open Skies

Module 5 — Respect & Resilience: Tackling Sexual Harassment in the Workplace

MODULES

Module 6 - Bridging the Divide: Understanding and Addressing the Gender Pay Gap

Module 7 - Unleashing Women's Career Prospects

Module 8 - A Catalyst for Change: Exploring EU Policies for Workplace Gender Equality

Module 9 - Mindful Message: Gender-Sensitive Communicate

Module 10: A Practical Guide Addressing Gender Inequality Conflict & Promoting Respectful behavior



MODULE 7

Unleashing Women's Career Prospect



Introduction

Building a fairer and more successful society depends on maximising women's career opportunities. By tackling the barriers women face in the workplace, we can create a world where all women have the chance to reach their full potential. This project aims to unleash women's career prospects because as the Global Gender Gap Report 2023 states there is still a global gender gap of 31.6% regarding political empowerment, health and survival, educational attainment, and economic participation and opportunity of women.



Source: [Image by Freepik](#)

Introduction



Source: [Image by Freepik](#)

As a result, this module aims to:

- ✓ Help employers understand the challenges faced by women in the workplace
- ✓ Help employers acknowledge strategies for overcoming challenges
- ✓ Help employers to understand their role as well as and society's in unleashing women's career prospects

**The future belongs to
women who believe in the
power of their dreams**

- Sheryl Sandberg, COO of Facebook -



MODULE 7- TOPICS OUTLINE

- 01** Understanding the challenges faced by women in the workplace
- 02** Strategies for overcoming challenges
- 03** The role of employers and society in unleashing women's career prospects
- 04** Activities
- 05** Conclusion – Summary
- 06** References

TOPIC 1: UNDERSTANDING THE CHALLENGES FACED BY WOMEN IN THE WORKPLACE



Source: [Image by Freepik](#)

Lack of access to flexible and remote working: Due to personal preferences or caring responsibilities, many women prefer or need to work remotely or with flexible hours. But not all organisations offer these options or foster a culture of adaptability and trust. Some even believe that women working from home are less committed or productive, affecting performance reviews and career progression.

Gender pay gap: Women are paid less than men for doing similar or equivalent work, showing that their skills and contributions are not valued as much as men's. According to Statista, women earn 77.9 cents for every dollar earned by men. Women's long-term financial security and retirement savings are also affected by the gender pay gap.

TOPIC 1: UNDERSTANDING THE CHALLENGES FACED BY WOMEN IN THE WORKPLACE



Source: [Image by Freepik](#)

Underrepresentation: Women are underrepresented in management and leadership roles, reducing their influence and decision-making in organisations. Only 22% of top executives are women (Women in the Workplace 2018 report) partly due to a lack of networking, mentoring and sponsorship opportunities for women, as well as prejudice and unintentional bias.

Sexual harassment: Women experience a variety of forms of sexual harassment at work (unwanted verbal, visual, non-verbal or physical conduct to sexual assault or coercion). These actions make the workplace unwelcoming, threatening or unsafe, affecting women's emotional well-being, job satisfaction and career prospects. 35% of women working full-time in the corporate sector have experienced sexual harassment (Women in the Workplace survey).

TOPIC 2: STRATEGIES FOR OVERCOMING CHALLENGES



Source: [Image by Freepik](#)

Seek mentorship and sponsorship: Sponsors are powerful figures who can speak up and support their protégés, while mentors are experienced professionals who can offer their thoughts and advice to mentees. Within or outside their organisations, through formal or informal programmes, or by approaching people they respect or trust, women can discover mentors and sponsors.

Building networks and alliances: Women can make the most of their social capital by building networks and alliances with other women and allies who can provide them with knowledge, resources, contacts and support. Through networks, they can access new opportunities, gain new skills, share best practices and overcome barriers.

TOPIC 2: STRATEGIES FOR OVERCOMING CHALLENGES



Source: [Image by Freepik](#)

Negotiate for better outcomes: Women can improve their career prospects by negotiating for better outcomes, such as higher salaries, more benefits, flexible working arrangements or promotions. Negotiation is a skill that can be learned and practised and requires preparation, confidence and communication.

Celebrate achievements and ask for feedback: Women can increase their visibility and self-esteem by recognising their abilities, demonstrate their impact and encourage others by celebrating their achievements. Women can identify their areas for growth, learn from their mistakes and develop professionally by asking for comments.

TOPIC 3: THE ROLE OF EMPLOYERS AND SOCIETY IN UNLEASHING WOMEN'S CAREER PROSPECTS



Source: [Image by Freepik](#)

Childcare and caregiving support: help women reconcile their family and career commitments by providing childcare and caregiving support, such as subsidised or on-site childcare facilities, paid parental leave, flexible working arrangements and eldercare benefits. Women who are primary caregivers can reduce the stress and hardship they experience and still achieve their career goals.

Encourage flexible and remote working: support women by promoting remote and flexible employment opportunities, including job sharing, teleworking and reduced working hours. These options can improve women's employment prospects and productivity, autonomy and job satisfaction.

TOPIC 3: THE ROLE OF EMPLOYERS AND SOCIETY IN UNLEASHING WOMEN'S CAREER PROSPECTS



Source: [Image by Freepik](#)

Prevention: preventing and addressing sexual harassment at work, making it unwelcoming, intimidating or unsafe, is one way to support women. This can be achieved by developing accurate and effective policies and procedures, providing guidance and training, promoting accountability and reporting, and offering support and protection to victims.

Representation in leadership positions: support women to achieve leadership positions, strengthening their ability to influence and make decisions within organisations. This can be achieved by building a pipeline of female talent, offering mentoring and sponsorship programmes, promoting a culture of inclusion and diversity, and addressing unconscious biases and preconceptions.

ACTIVITIES

Create a Poster

This activity aims to leverage women's career prospects



Source: [Image by Freepik](#)

Have employers promoting women's career opportunities within their organisations by creating a promotional video using an online tool.

ACTIVITIES

Activity 1 Guidelines

Create a promotional video

Topics Covered: The gender gap in career opportunities is largely due to income inequality, lack of women in leadership positions and work challenges. Empowering women means eliminating gender stereotypes, providing the necessary resources and fostering a supportive work environment. This includes the provision of training, flexible working hours and female entrepreneurship.

Skills Gained: Communication, Empathy, Teamwork, Adaptability, Resilience

Duration: 45 min

Venue: training room scenario (face-to-face) or videoconference (online)

Requirements: Computer, Internet, Projector (if applicable)

ACTIVITIES

Activity 1 Content

Create a promotional video

Individual reflection (15 mins)

Have participants individually brainstorm about the main challenges for women in their workplace. Participants should identify 2-3 strategies to promote women's career opportunities at organisational level.

Create a promotional poster (20 mins)

Participants should then create a 1 min. video based on the challenges and strategies identified. Visual elements such as short videos, images, icons, charts, or graphs can be used. Free design online tools like Canva can be used to design and edit the video.

Presentation (10mins)

Employers must present the work done to the group.

**Requirements

Computer, internet, Projector (if applicable)

ACTIVITIES

Create a feedback survey

This activity aims to have employers understand the opinion of their workforce



Source: [Image by Freepik](#)

Employers should know how to survey their employees to learn more about their thoughts on expanding women's career opportunities

ACTIVITIES

Activity 2 Guidelines

Create a feedback survey

Topics Covered: increasing women's career opportunities is of utmost importance. However, women still face several difficulties women in the workplace and, therefore, specific strategies for increasing their career opportunities must be considered by employers if they wish to contribute to a transparent, inclusive and equal work environment.

Skills Gained: Data analysis skills, Empathy, Communication, Teamwork

Duration: 30 min

Venue: training room scenario (face-to-face)

Requirements: Computer, Internet, flipchart

ACTIVITIES

Activity 2 Content

Create a feedback survey

Discussion & brainstorm (10 mins)

Divide the participants into small groups and ask them to come up with 5-7 questions for a feedback survey to collect their employees' experiences and opinions on the topic of women career opportunities.

Create a feedback survey (20 mins)

Participants should create the survey using online tools such as Google Forms or SurveyMonkey.

Reflection Time (5 mins)

Employers should consider how the survey will be received by their employees and decide on an individual basis when to launch the survey, when to collect the data and what to do with the feedback.

**Requirements

Computer, internet, flipchart

CONCLUSION

Women face many barriers in the workplace, such as the inability to work remotely or flexibly, the gender pay gap, under-representation in leadership positions, and sexual harassment. However, actions can be taken to improve their career opportunities, such as being mentored, forming alliances, negotiating for better outcomes, and celebrating success. In addition, employers can help them by supporting childcare and caring, promoting flexible and remote working, preventing and dealing with sexual harassment, and increasing the proportion of women in senior positions.



Source: [Image by Freepik](#)

SUMMARY

You have learned:

- ❖ Women in the workplace often encounter CHALLENGES such as gender bias, unequal pay and a lack of representation in leadership roles.
- ❖ Strategies for OVERCOMING these challenges may include mentorship programmes, advocating for equal pay and promote workplace policies that support work-life balance.
- ❖ EMPLOYERS and society can play a vital role in unleashing women's career prospects by fostering inclusive work environments, implementing diversity and inclusion initiatives and challenging traditional gender roles and stereotypes.

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