PIPELINE™

Equity For All™

REPORT

PIPELINE

Equity For All™ REPORT

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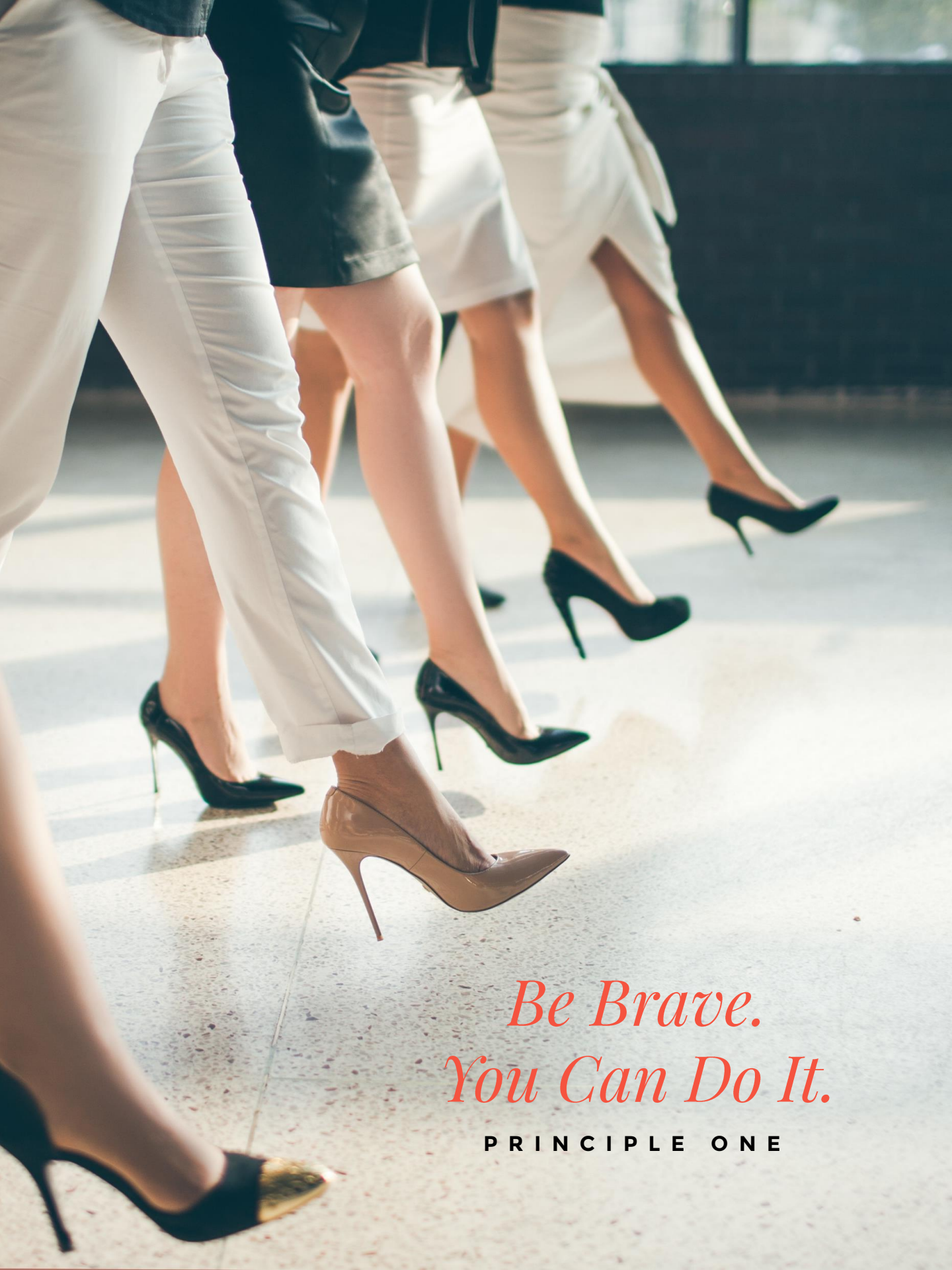
The question isn’t whether or not we CAN close the gender equity gap - it’s whether or not we CHOOSE to close it.

KATICA ROY, CEO

Photo Credit:
Noah Berg
Noah Berg Photography

OUR PHILOSOPHY

To Bend The Arc Of
History Toward Inclusion



Be Brave. You Can Do It.

PRINCIPLE ONE

Take Action.

PRINCIPLE TWO

Serve a Greater Purpose.

PRINCIPLE THREE

PHILOSOPHY IN ACTION

OUR MISSION

To Achieve Gender Equity
In Our Lifetime

PRINCIPLE ONE

Be Brave. You Can Do It.

We are willing to step into the unknown, fail or succeed, and get back up.

We believe that bravery is where the magic happens.

We are refugees, immigrants, first-generation Americans, and multi-generation Americans.

We are native East Coasters, West Coasters and Midwesterners.

We are enterprising, equitable and purpose-driven – and believe in ingenuity, passion and, above all else, bravery.

It's our shared experience that trust and connection take courage, that work should create a sense of belonging.

PRINCIPLE TWO

Take Action.

We are enterprising, resourceful and creative.

Where others pause to contemplate, we take action, and know that our principles, strengths, and mission will carry us through.

PRINCIPLE THREE

Serve a Greater Purpose.

We serve a greater purpose than ourselves – ending the gender equity gap, once and for all.

The Pipeline crew is a passionate group that believes in the power of the inspired individual to bring about change — this power is magnified on our teams, who are unequivocally united behind the mission to eradicate gender bias and create the workplace change that propels our businesses and our communities forward.

Your voice can bring gender equity to the workforce in this lifetime.

Gender Equity Is Fundamentally About Equity For All

The discussion surrounding gender equality, diversity, inclusion, and ultimately gender equity in business is at its core, a conversation about achieving equity for all.
We've reached a pivotal moment globally. Individuals, business owners, executives, and policy makers, are searching for answers to issues surrounding gender bias—issues historically, which have not been openly discussed.

Public acknowledgment of pay disparities between women and men in business, open discussions surrounding appropriate workplace behavior, and the conversation about expanding the roles of women in positions of leadership, are positive and important if we wish to transform the economic and social climate within business and close the gender equity gap in our lifetime.

Understanding the difference between the terms 'gender equity' and 'gender equality' is a critical starting point for companies wishing to address this topic.

GENDER EQUITY:

Fairness of treatment for women and men according to their respective needs. This may include equal treatment, or treatment that is different, but which is considered equivalent in terms of rights, benefits, obligations, and opportunities. (UNFPA)

GENDER EQUALITY:

Refers to the equal rights, responsibilities and opportunities of women and men, boys and girls. Equality does not mean that women and men will become the same but that women's and men's rights, responsibilities and opportunities will not depend on whether they are born male or female. (UN Women)

"If gender equality is the end, gender equity is the means"

PIPELINE FOUNDER & CEO, KATICA ROY

Pipeline Views The Topic Of Gender Bias Through The Filter Of Equity

The closing of the gender equity gap has the potential to unlock unprecedented economic opportunities, and move us toward parity.

Recent reports from the World Economic Forum paint an overwhelming picture. According to their findings, based on the current rate of progress, it is estimated to take 217 years for us to reach global gender equity.

These findings come to us in the midst of a widening gender gap within the American and global workforce.

PIPELINE

We are moving from the era of capitalism into the era of talentism. Competitiveness on a national and on a business level will be decided more than ever before by the innovative capacity of a country or a company.

Those will succeed best, who understand to integrate women as an important force into their talent pool.

KLAUS SCHWAB, FOUNDER AND EXECUTIVE CHAIRMAN, WORLD ECONOMIC FORUM

WORLD ECONOMIC FORUM

The Leaky Pipeline

American women are falling out of the workforce through what has been dubbed the 'leaky pipeline'.

This trend is especially common within the world of tech, which according to the EEOC, is comprised primarily of men, at 75%.

Despite being one of the largest drivers of growth in the American economy, the technology industry has remained doggedly undiversified—women, at all levels, are vastly underrepresented. This gap in gender equity has the potential for damaging consequences.

In the absence of a diverse workforce, the innovative potential of American tech companies is stifled and the opportunities for positive economic growth limited.

American technology isn't the only industry suffering from issues related to gender inequity. A lack of equal pay between women and men is pervasive in nearly every vertical.

According to the National Women's Law Center, women in the United States working full-time, year round are typically paid only 80 cents for every dollar paid to their male counterparts, and the wage gap has changed very little in the last 10 years.

"There is a gender wage gap in 98 percent of occupations."—National Women's Law Center

To remain competitive in the global economy, the United States needs to foster welcoming and inclusive working environments to keep diverse talent, and create solutions to address growing wealth inequality.

We believe gender equity is fundamentally about equity for all.

Discussions surrounding the longstanding tradition of unequal pay between women and men too often focus on women only, while the problems, and their solutions, will come from the global collaboration of women and men.

Men traditionally grow to adulthood within a global culture, which places a higher value on power and strength, than it does on expressing vulnerability and cultivating awareness.

Experts such as Michael Kimmel and others, have used the term 'man box' to address dominant forms of masculinity.

Rigid sets of expectations, behaviors, and perceptions of what it means to be 'manly' exist within this figurative box, and serve to marginalize men.

Positioning the focus on gender equity as opposed to women's equality, allows us to eschew narrow definitions of gender that are harmful to both women and men—psychologically and financially, and to place our focus instead on working together to close the gender equity gap thereby unlocking the potential for unparalleled economic growth and as a result, establishing equity for all.

It Is Within Our Power to Achieve Gender Equity in This Lifetime.

What Do We Mean By The Economics Of Gender Equity?

In no country on earth are women equal. Not one. Not by any measure.

Yes, seriously.

Sure, it's a grave social illness, but why, as a business should you care?

How does it really affect your economics? Gravely, in fact.

Your responsibility as a business is to maximize your shareholders' value. You can't do that if you don't have an adequate talent pool and customers who can afford to purchase the goods you are selling.

So, what do we mean by the economics of gender equity?

We mean understanding the gender equity gap from an economic perspective and the levers that you as a business can pull to win the war on talent and improve your economics.

As mentioned before, equality does not mean that women and men will become the same but that women's and men's rights, responsibilities and opportunities will not depend on whether they are born male or female.

The UN uses two main indices to measure gender equality: Gender Development Index (GDI) and a Gender Inequality Index (GII).

Both indices are based upon the United Nation's Human Development Index (HDI) which measures human development in countries across the world, including a long and healthy life, being knowledgeable, and having a decent standard of living.

The GDI delineates the HDI along gender lines to find disparities. The GII measures inequality in three aspects of human development: reproductive health, empowerment, and economic status.

Gender inequality and its interplay with economic growth are broadly defined as educational attainment, labor force participation, and wages.

From a production possibilities analysis, educational attainment is tied to labor productivity and labor force participation is tied to labor inputs (the size of the employed labor force including percentage of the working-age population actually in the labor force). Both are supply-side elements that contribute to changes in real GDP.

Wages tie to both supply-side elements, in terms of costs to produce goods, and demand-side in terms of capital to purchase goods and services. All are needed to increase real GDP.

HDI

HUMAN DEVELOPMENT INDEX

LIFE EXPECTANCY, EDUCATION, AND GROSS NATIONAL INCOME

GDI

GENDER DEVELOPMENT INDEX

HDI BY GENDER TO FIND DISPARITIES

GII

GENDER INEQUALITY INDEX

REPRODUCTIVE HEALTH, EMPOWERMENT, ECONOMIC STATUS

When we boil down the economic inputs and outputs from a gender equity perspective there are three that affect global economic growth:

1. Education Attainment
2. Labor Force Participation
3. Wages

The factors are listed in order of importance. Why? It has to do with supply and demand. We can break the list into those categories this way:

SUPPLY:

- Education attainment (labor productivity)
- Labor force participation (employed labor force)
- Wages (cost to produce goods)

DEMAND:

Wages (capital to purchase)

All are needed to increase real GDP.

So, Why Is Education First?

Because education is the primary input to labor productivity. In fact, for each additional year of education, there is a 10 percent increase in GDP per capita.

Have you ever heard the term, "you need to spend money to make money?"

Well, that's true in economics.

In the realm of economics, we call spending money, "marginal costs" and making money, "marginal benefits".

Here's what that looks like when applied to gender equity:

MARGINAL COSTS

- Measures to increase educational attainment
- Measures to increase labor force participation
- Measures to increase pay parity

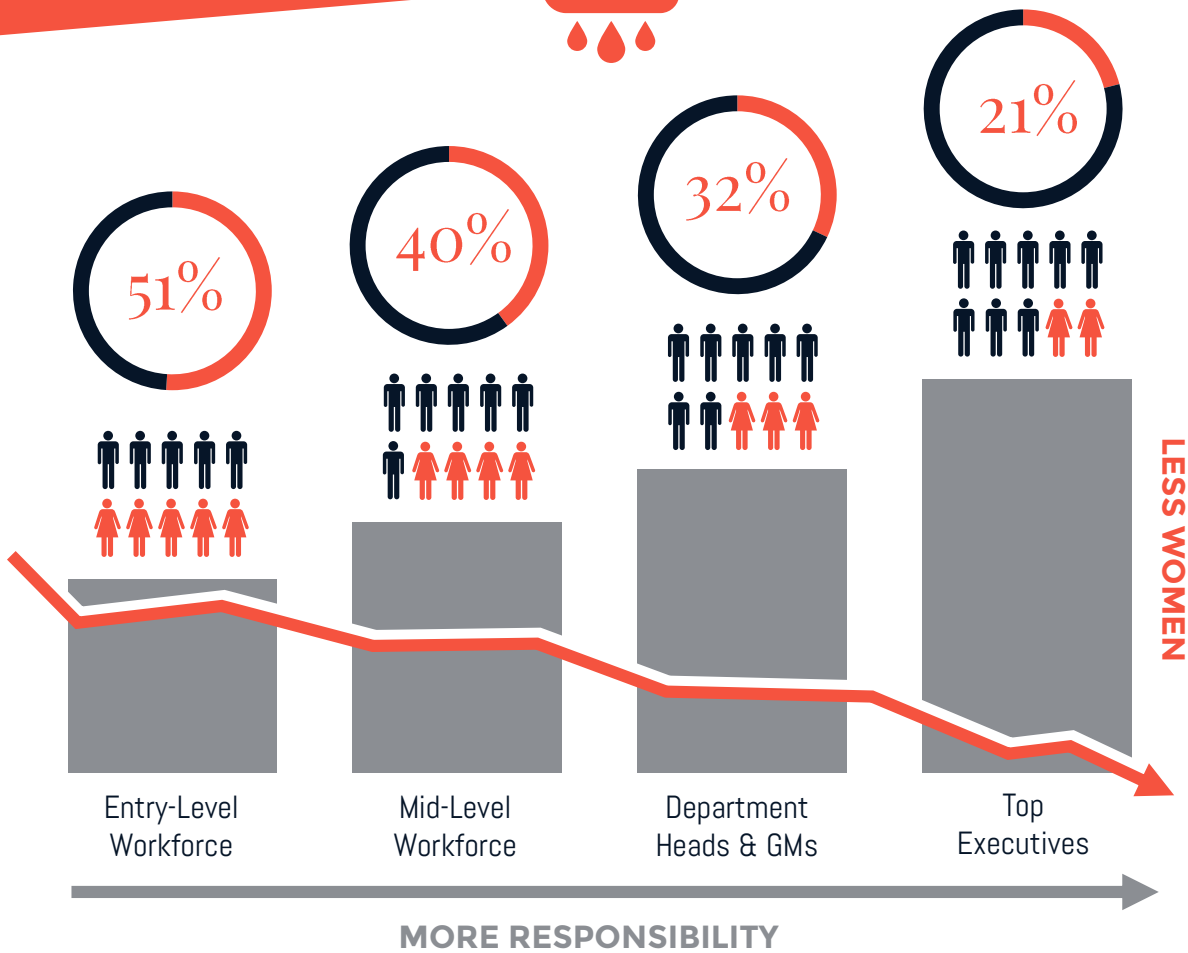
MARGINAL BENEFITS

- Labor force participation (talent pool)
- Labor productivity (output, income)

If you chart both factors and where they meet, in other words where marginal costs equal marginal benefits, you've reached equilibrium. To determine how your company can benefit from gender equity, first, calculate the equilibrium of gender equality in terms of marginal cost and marginal benefit and then use those numbers in the production possibilities curve. The resulting figure is the increased economic benefits your company can reap if you spend money on gender equity.

Let's dive deeper and look at gender equity at various levels.

Into The Leaky Pipeline



In the US, women represent 51% of the entry-level workforce; but only 21% of the top executives.

Labor force participation has fallen to 56.8% in 2016 and it is projected to fall to 56.1% in 2026

AMONG PEOPLE 65 AND OLDER

TWICE AS MANY WOMEN AS MEN

2.9M WOMEN vs. 1.3M MEN

Live in Poverty

Men Are Promoted

AT 30% GREATER RATES

THAN WOMEN

8.2MM

Children

LIVING IN POVERTY

ARE LIVING IN HOUSEHOLDS HEADED BY WOMEN

01

WHY EQUITY FOR ALL

Why Do We Speak Of Equity For All As Opposed To Equality For All?

When Pipeline considers the impact of long standing traditions of gender discrepancies in the professional world, we dive into deep pools of data to inform our philosophy, mission, and actions. Our belief is that if gender equality is the goal, gender equity is the means.

By working with companies to fix the leaky pipeline of women in the workforce and placing an emphasis on achieving gender equity in our lifetime, we've realized it is possible to not only better the lives of women and men globally, but also to produce unparalleled positive economic outcomes for organizations.

When we underinvest in our female workforce, we pay the price both now and in the future.

By closing the gender equity gap, we have the opportunity to unlock positive economic outcomes in the United States to the tune of $2T. We also have an opportunity to inspire younger generations of women and men to reach their highest potential through education, leading to successful careers, and permanently altering the narrative around the roles of women in business.

Together, we can make this future a reality.

Whether or not you agree gender equity is an issue, the numbers are clear - it is a massive economic opportunity.

We believe in equity for all, and we believe closing the gender equity gap will allow us to reach equality in all aspects of business, and now we have the platform, Pipeline, to make it happen.

IN THE US WE COULD

Increase GDP by $2T

THROUGH CLOSING THE GENDER EQUITY GAP

02

WHY WE NEED THE MALE VOICE

In Pursuing Equity For All

Gender equity is not just a women's issue: it's a universal issue that impacts us all. Much of the historical (and current) focus on increasing gender diversity has been centered on "fixing" women—the idea that women's lack of competence and confidence are the reasons they're not progressing in an organization, and so we need to fix them. Firstly, this is a false narrative.

Secondly, gender equity is often used as a synonym for women's rights, even though women are only half the story. The other half are men.

Gender equity is fundamentally an economic issue, and we need to get men involved for many reasons.

Whether you realize it or not, gender equity impacts men. Not only because they currently hold the majority of leadership positions, but because many men also desire a different role in the world—48% of working fathers would like to stay home but are unable to do so.

Men care about these issues and should be included in the conversation. The problem however, is that many men don't see or understand the issues surrounding gender equity, and why would they?

Gender equity is not largely seen as a men's issue.

Renowned sociologist and expert on gender studies, Michael Kimmel (and others), have used the term 'man box' to describe the dominant forms of masculinity found among American males.

The rigid sets of expectations, behaviors, and perceptions of what it means to be a 'real man' continue to have damaging effects on young males as they grow into adulthood. As a culture, we are marginalizing our children, both men and women, and forcing them into metaphorical 'boxes' that are proving to have a widespread, detrimental impact.

One of the reasons Pipeline focuses on gender equity as opposed to women's equality is because we realize narrow definitions of gender harm both men and women - psychologically and economically.

The alarming rates of suicide among men and boys are connected to these narrow definitions of masculinity.

Suicide among males today is nearly four times higher than among females, and male suicides represent 79% of all instances of suicide inside the United States.

Bringing men into this conversation is critical to closing the gender equity gap in our lifetime. We owe it to our children; boys, girls, young men and young women, to bend the arc of history toward inclusion.

"We need to bring in men and women and allow them to be imperfect in the conversation. We need courageous conversations where everyone can speak honestly and openly, even if something's said which may not be appropriate, or may minimize, or if someone interrupts—that's part of the conversation. We need to create space for those conversations to happen."

PIPELINE FOUNDER & CEO, KATICA ROY

03

THE GLOBAL PICTURE

Women in the Global Workforce: An Economic No-Brainer

As we said before, in no country on earth are women equal to men. Not one. Not by any measure.

In fact, in the last year we've added 47 years to the time to global gender equality.

At a time when we should be moving forward, we are in fact moving backward.

This is of critical concern in an era where the world is facing a global labor shortage - up to 40 million workers by 2020.

In 2015, women were the majority of university students in nearly 100 countries, yet women are leaving the workforce, and they're labor force participation rate has fallen from 51% in 1990 to 49% today.

The entry of more women into the labor force may be an imperative for countries where labor force size is predicted to steadily decline between now and 2025 (namely, Russia from 76 in 2014 to 71 million in 2015 and Japan from 65 million in 2014 to 63 million in 2025).

On a global scale, and in a world that is fast moving toward a digital economy in the fourth industrial revolution, gender equity is not only a social issue - it is a massive economic opportunity.

The global GDP could increase by $12T if gender equity were achieved.

If the (gender) gap were closed in Latin America, the region's GDP would be 16% higher.

Whether you operate globally or not, the global economy impacts you.

From trade agreements to workers visas, what happens in the global economy has an impact on your business.

There are three main factors putting downward pressure on the global economy today:

An Aging Workforce, the Growing Skills Gap, and the Digital Economy

01

The world is getting older.

Between 2015 and 2030, the number of people in the world aged 60 years or over is projected to grow by 56 percent, from 901 million to 14 billion.

What does that mean?

For countries with a majority aging population, such as Russia and Japan, it means their workforce is shrinking.

02

There is a growing global skills gap.

Reports have shown that there will be a shortfall of 40 million skilled workers with tertiary education (college or postgraduate) in the global workforce by 2020.

The shortfall is even greater when it is expanded to include secondary education (high school completion) – 45 million globally.

It will become more and more difficult to find skilled workers for your talent pool.

03

The advent of the digital economy,

(Also referred to as the fourth industrial revolution.)

Much of that disruption is connected to business models changing rapidly and needed skills changing in concert.

In fact, by 2020, more than a third of the desired core skill sets of most occupations will be comprised of skills that are not yet considered crucial to the job today.

Here's why gender equity matters in the global equation: it can substantially increase the size of the workforce – as an employer, that's your talent pool.

For instance, in preparation for the G20 Summit in September 2014, the OECD, IMF, World Bank, and the ILO proposed a 25 percent reduction in the gender gap in labor force participation by 2025; this one action would result in 126 million more women in the workforce and a 5 percent increase in the total labor force of the G20 countries by 2025.

As well, an increase in corporate leadership to 30% female share is associated with a 1% increase in net margin - which translates to a 15% increase in profitability for a typical firm.

Higher labor force participation by women can offset a shrinking global workforce.

Global participation of women in the workforce:

01

Women in management leads to a 19% higher return on equity and 9% higher dividend payments

02

Women account for more than 40% of the labor force in most countries, with the exception of the Middle East, North Africa, and India.

03

Asia has shown substantial improvement with a 60% increase in gender diversity at top levels. This being said, in Asia, female representation in the workplace overall is still shockingly low, just 10%.

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Today, in 2018, we have a strong body of evidence that shows that women’s participation in the economy is critical because when women are able to fulfill their economic potential, GDP goes up and poverty goes down.

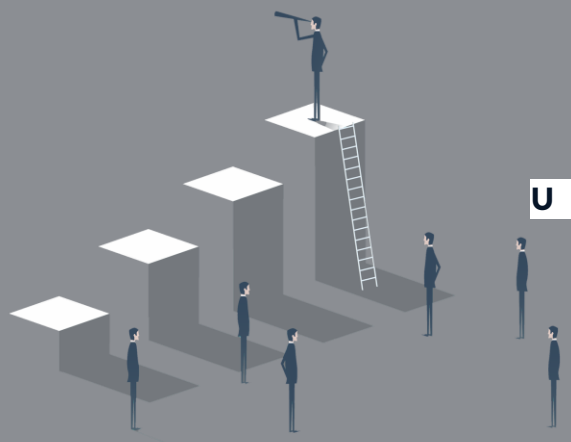
RACHEL VOGELSTEIN, COUNCIL ON FOREIGN RELATIONS IN WASHINGTON

COUNCIL *on* FOREIGN RELATIONS

04

GENDER EQUITY IN NORTH AMERICA

Why It Pays



5 Million

US WORKFORCE SHORTAGE BY 2020

North America - the US and Canada combined - are 168 years away from gender equality, and we have added 10 years - in the last year.

The US fell four spots in the last year - primarily due to a decline in the political empowerment of women. There is currently a 31 point gap between the percentage of women in the US population and the percentage in the 115th US Congress.

This does not bode well for the US economy as women in elected office is positively correlated with economic growth. It is not a coincidence, then, that the US is the only developed nation not to offer paid parental leave as a federal policy.

The US is leaving $2.1 trillion on the table because of gender inequity.

Couple that with the fact that the US is slated to have a workforce shortage of 5 million by 2020 and we have a problem.

Women are fast becoming the most educated cohort in the US (they obtained 57% of bachelor degrees and above in 2015 and that trajectory is projected to continue), **yet their labor force participation is falling** (594% in 2006 to 56.8% in 2016 and it is projected to fall to 56.1% in 2026.), which poses a grave economic threat because a country can not thrive if it doesn't have workers to produce goods and services.

Note, overall 34.6% of women in the US have a bachelor's degree or higher.

When we break that down by race and ethnicity it paints a stark picture: White and Asian women are above the national average (35% and 534% respectively) and Black and Hispanic women are below the national average (254% and 18.6% respectively).

We have work to do to close the education attainment gap.

While women's education attainment is increasing they also hold almost 67% of all student loan debt - there is an almost 10 point gap between women's education attainment and their burden of student debt. There is also an urban myth that women are not as committed to their jobs when they have children - that is categorically untrue.

90% of women who leave their jobs when they have a child, leave for reasons other than having a child.

Falsely attributing the departure of women to motherhood overlooks the real reasons. We need to look at these issues now. There's a myopic focus on having more flexible workplaces. Those things are good to have, but that's not the primary reason women are leaving.

They're leaving because they find it very difficult to move up the corporate ladder and to procure leadership positions.

For the remainder of women who stay in the workforce after having a child, they are the most productive workers in the workforce over the course of their careers.

Women still only earn 82 cents on the dollar of their white male peers - that gap has grown year over year and it is, in general, worse for women of color:

Black women earn 68 cents on the dollar and Latinas earn 62 cents on the dollar (with the exception of Asian women who earn 93 cents on the dollar).

Not only do women carry a larger load of the student loan debt, they also earn less – but those are only two legs of the three legged stool of wages.

The third leg, the demand side of wages, is the "pink tax".

Women's products are, on average, priced higher and therefore women are giving up a larger share of their wallet, on average paying 7% more for similar products 42% of the time. Closing the gender pay gap also has broader economic benefits:

The United States could close the Social Security Savings gap by a third, if we closed the gender pay gap.

Within the corporate world, while 78% of CEOs include gender equality in their top 10 priorities (there was a 32% increase of inclusion as a top priority from 2014 to 2017), the gender inclusion numbers are not changing and only 22% of employees say that gender diversity is regularly measured and shared.

When companies' focus on increasing gender inclusion they see better financial returns including revenue, profitability and lower volatility for their stock (if it's publicly traded).

In original research performed across 4,161 companies in 29 countries, Pipeline found that for every 10% increase in gender equity there is a 1-2% increase in revenue.

In 2018, Pipeline expanded this original research to 6,250 companies in 32 countries and found that for every 7% increase in gender equity, there is a 3% increase in revenue.

Whether or not you believe gender equity is a social issue – it is a massive economic opportunity.

05

50 STATES, IMMEASURABLE OPPORTUNITIES FOR GROWTH

When The Economic Status Of Women Improves – So Do State's Economies

The status of women in the United States on a state by state basis shows a deeper picture as to why the US as a whole fell four spots on its path to gender equality, as measured by the World Economic Forum.

Further, it demonstrates the pressing economic issue of closing the gender equity gap in the US.

In many states, even with the a vibrant economy, women's economic progress has either stood still or gone backward since 2015.

As we parse through education attainment, labor force participation and wages across the states - we see both promising numbers and opportunities for improvement that are depressing states' economies. Before we dive into the numbers, the trajectory between 2015 and 2017, through the lens of employment and earnings, shows that 70% of states either stood still (48%) or moved backward (22%).

Let's Dive Deeper Into the Numbers

01

EDUCATION ATTAINMENT: THE 21 POINT GAP

In the US in 2017, 34.6% of women held a bachelor's degree or higher.

When we break those numbers down by state, there are only 14 states (28%) who are above the national average.

Yes, 36 states or 72%, have averages below the national average.

That ranges from the lowest, 21.7% in West Virginia, to the highest, 34.5% in Illinois.

The highest percentage of women with a Bachelor's degree or higher is in Massachusetts with 43.3% (yes, there's an over 21 point gap between the lowest and highest state in education attainment).

02

LABOR FORCE PARTICIPATION AND WAGES

Education attainment is the primary factor in achieving gender equity (from an economic perspective) and we see a relationship between education attainment percentages and the ranking of states across employment and earnings measures including labor force participation and wages. Massachusetts ranks number 3 and West Virginia ranks 50.

When we break that down to specifically labor force participation and wages, while there is only a 13.3 point difference in labor force participation between the two states, there is a stark difference in earnings: women in Massachusetts earn 1.5 times of their female peers in West Virginia. Yes, you read that correctly.

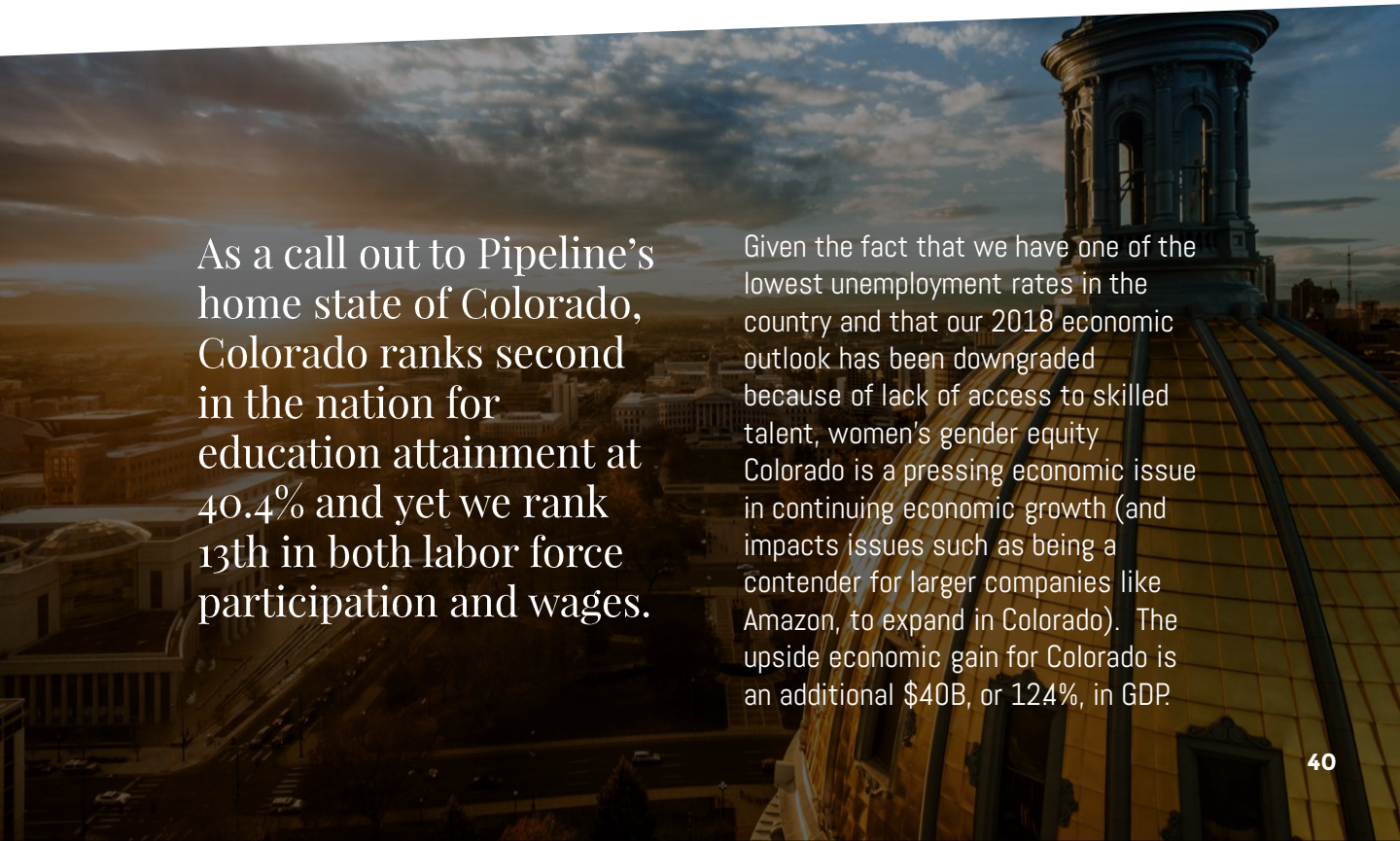
03

ECONOMIC GAINS

When we look at the overall economic gains from closing the gaps in Massachusetts and West Virginia we see that each could add $73B (144%) and $10B (13.9%) respectively to their state GDP.

Economic gains hold true across all 50 states.

As states look for levers to continue to grow their economies, closing their gender equity gap is not only a pressing social issue, it is a massive economic opportunity.



As a call out to Pipeline's home state of Colorado, Colorado ranks second in the nation for education attainment at 40.4% and yet we rank 13th in both labor force participation and wages.

Given the fact that we have one of the lowest unemployment rates in the country and that our 2018 economic outlook has been downgraded because of lack of access to skilled talent, women's gender equity Colorado is a pressing economic issue in continuing economic growth (and impacts issues such as being a contender for larger companies like Amazon, to expand in Colorado). The upside economic gain for Colorado is an additional $40B, or 124%, in GDP.

06

INDUSTRY:

A View to The Future

Gender equity is important from an industry perspective because of its role in the future of work.

Within the scope of industry, gender equity matters because it is relative to the prospective talent pool (people corporations can hire to work for them). Within the Fourth Industrial Revolution and the digital economy, the world is changing as fast as it's ever been, and it is as slow as it will ever be which puts increased pressure on recruitment and retention of talent. Understanding the intersection between the future of industries and gender equity within those industries is paramount to proactively bending industries toward inclusion to ensure a larger talent pool.

A bigger talent pool amidst a human capital shortage

While only 16% of companies agree with the larger talent pool rationale for gender equity, a full 25% of companies target gender equity, engaging female talent in particular, as a workforce planning strategy for future talent. The world has an impending 40Million labor shortage by 2020 yet over a third of the skills desired by 2020 are not considered crucial by industries today (keep in mind we are less than two years from 2020).

Across every industry the ease of recruiting talent (that is finding available talent to join companies and organizations) is slated to get worse by 2020, with the biggest gaps in Consumer, Infrastructure, Information Technology and Media (in that order).

There is a connection between reduction in available talent and the current percentage of female talent in those industries:

- Consumer: 33% female
- Infrastructure: 16% female
- Information Technology: 24% female
- Media: 37% female

Glass Ceilings Abound

The glass ceiling is the gap between the percentage of women at the entry level and at higher levels in organizations. There is also a glass ceiling in every industry ranging from 11 in Technology to 6 in Professional Services.

Currently, across industries the glass ceiling is at the entry level in every industry.

By 2020, Energy is slated to have closed their glass ceiling and the range of glass ceilings 3 in Professional Services, Mobility and Financial Services to 8 in Infrastructure.

What is notable, in particular, is that Infrastructure is represented along all three: a low percentage of its workforce is female (16%), its ability to recruit talent is getting worse and while is glass ceiling is slated to narrow (from 9 to 8), it still has the highest glass ceiling.

Clearly, closing the gender gap in industry is not only the right thing to do, it is the smart thing to do.

Mind the gap: The women-in-tech disparity lingers on

Particularly worrisome within industry is the fact that the largest job gains are slated to be in Technology (both as an industry and as a job a category).

Couple this with the lack of women (32% of the entry level tech talent is female) entering into technology careers and if they do enter, they leave at 45% higher rate than men.

So, not only is it a struggle to fix the entry pipeline, the pipeline is very leaky.

By 2020, the gender gap in the tech entry pipeline is expected to close by 2 points which is slightly ahead of the 1.7% projected growth of the industry.

While these are global numbers, the disparity in tech is one of the reasons Tim Cook, CEO of Apple, warned that the US is in danger of losing its leadership position in technology if the gender equity gap in tech is not closed.

While the gender gap is closing in many industries, which is good news, there is still work to do to leverage the full economic potential of our female labor base across industries and embrace the full power of the Fourth Industrial Revolution.

“

The failure to unleash women’s potential is one of the great tragedies—and missed opportunities—of our time.

I remain optimistic, however, that we can work together to help women reach their full economic potential—for themselves, their families, their communities, and the world.

CHRISTINE LAGARDE, MANAGING DIRECTOR
INTERNATIONAL MONETARY FUND

07

GENDER EQUITY IN POLITICS

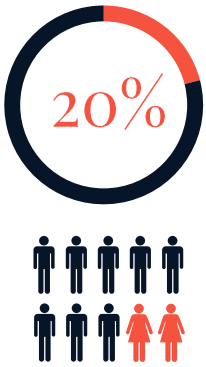
Vote Yes!

2018 is expected to be the largest in history with respect to female political candidates, with over 500 women projected to run for US House, Senate, and gubernatorial offices.

Statistics demonstrate achieving gender equity has positive economic benefits for all, and increasing the presence of women in political roles correlates to wider economic impacts.

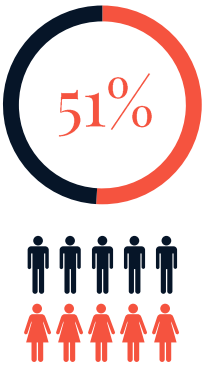
Since 90% of countries have legal restrictions limiting the full-participation of women in the economy, having greater numbers of women in elected office would enable broader participation of women within the global economy and give a substantial push toward achieving widespread gender equity.

Despite the positive outlook for women entering into US politics this year, today, relative to population numbers, women are underrepresented in the 115th US Congress.



Women make up just 20% of the members of Congress

22% of the US Senate
19% of the US House of Representatives



Women are 51% of the United States population

There is a 31 point gap between the percentage of women in the US population and the percentage of women in Congress.

Equitable representation in legislative bodies is an important factor in achieving global gender equity.

The United States, a global leader in other areas, is far behind with respect to female political representation.

We rank 99th out of more than 190 countries. America, we can, and we must, do better.

Women want to work alongside men on the political stage. The myth that family duties keep women from becoming involved in the political process is just that - a myth.

Family responsibilities are not contributing factors to the lack of female representation inside politics.

What keeps them out is lack of recruitment.

The talent pool that political gatekeepers create from state legislators and governors is inequitable--there is a 10-point gap between women and men.

Women are not being tapped to form an equitable political talent pool and as a result, our nation is missing out on a substantial economic opportunity.

The Political Impact of Women in Elected Office

01

MORE EFFECTIVE LEGISLATION

Congresswomen deliver 9% more per year in federal programs to their home districts than their male colleagues, and on average pass twice as many laws.

02

INCREASED COLLABORATION

Increased collaboration among politicians and political representatives: women are skilled at leading in divisive environments.

03

INCREASED CREDIBILITY

Growing the number of women in political leadership raises credibility in institutions and strengthens the democratic process and outcomes.

The Economic Impact of Women in Elected Office

01
EDUCATION

- Women today are the most educated cohort in the United States and are outpacing men's attainment rates.
- Women carry the majority of student loan debt and it is 10 points higher than their attainment rates.
- Female legislators can help to reform access to higher education, including the costs, and relieve student loan debt--key factors in economic improvement.

02
LABOR

- Women are leaving the workforce and the trend is expected to continue until 2026.
- Expanding the model set forth by Iceland, and shifting the burden of inclusivity to employers, gives female legislators the ability to have a profound impact on reversing the trend of women leaving the workforce.

03
WAGES

- Closing the gender pay gap will improve our economy. It's that simple.
- Women make up 64% of minimum wage workers and are disproportionately impacted by our inability to increase the minimum wage.
- Raising the minimum wage has the potential to lift populations out of poverty, most of whom are women and children.

Increasing the numbers of women in elected office, will have a measurable positive impact on the American economy.

Let's encourage party leaders to expand the economic pie for all, and broaden their recruiting networks to inspire more women to run for political office--it's not only the right thing to do, it is the smart thing to do.

08

WHERE WE GO FROM HERE:

Achieving Gender Equity in Our Lifetime

We, at Pipeline, are a hopeful bunch. We launched Pipeline on April 4, 2017 - Equal Pay Day in the US.

We believed that through data and embracing advanced technologies such as cloud computing and artificial intelligence, we could achieve gender equity in our lifetime. We are researchers by trade and when we dove into the data we found that from education to innovation, debt to social security, poverty to healthcare, a common thread exists in the effort to improve performance in all of these issues: gender equity in the workforce.

This report shares only a fraction of the research we did - with the express purpose of disproving our hypothesis: gender equity is not only a social issue, it is a massive economic opportunity.

What we found was that no matter how we tried to manipulate the data that gender equity is indeed a massive economic opportunity - and a pressing one with the looming global human capital crisis.

We also found through our own research across 4,161 companies in 29 countries that for every 10% increase in gender equity there is a 1-2% increase in revenue. In 2018, we expanded this original research to 6,250 companies in 32 countries and found that for every 7% increase in gender equity, there is a 3% increase in revenue (we collected over 1 billion data points).

We then set out to create a software platform that would operationalize that model. One that would enable companies to achieve gender equity, to leverage the full economic power of closing the gender equity gap.

We spent the last year eyeball deep in data and programming determining how to build the Pipeline platform. To bridge the 56 point gap between the percentage of CEOs who prioritize gender equity (78%) and employees who regularly see it measured and shared (22%). We knew from professional experience that many senior leaders - men and women - are deeply committed to closing the gender equity gap. That commitment has been born out in the 3,800 companies across the world who showed their commitment publicly through signing a gender equity pledge (we hand counted them).

Here's what we discovered as we built the platform:

Using the Pipeline platform, not only can we tell any company their time to parity:

We Can Get Them To Parity.

Yes, you read that correctly.

We can close the gender equity gap using the Pipeline platform - in our lifetime.

So, the question is no longer CAN we achieve gender equity. It's will we CHOOSE to?

The power is ours to make gender equity a reality.

When we do that we achieve equity for all.

We no longer leave out 40% of US households with children where women are the breadwinner.

We make it possible for the 48% of working fathers who would like to stay home to do it.

We have the opportunity to eliminate gender as a marker for poverty during working age and beyond. To lift families out of poverty.

To free men from the narrow definition of what it means "to be a man".

To improve the economic pie for all.

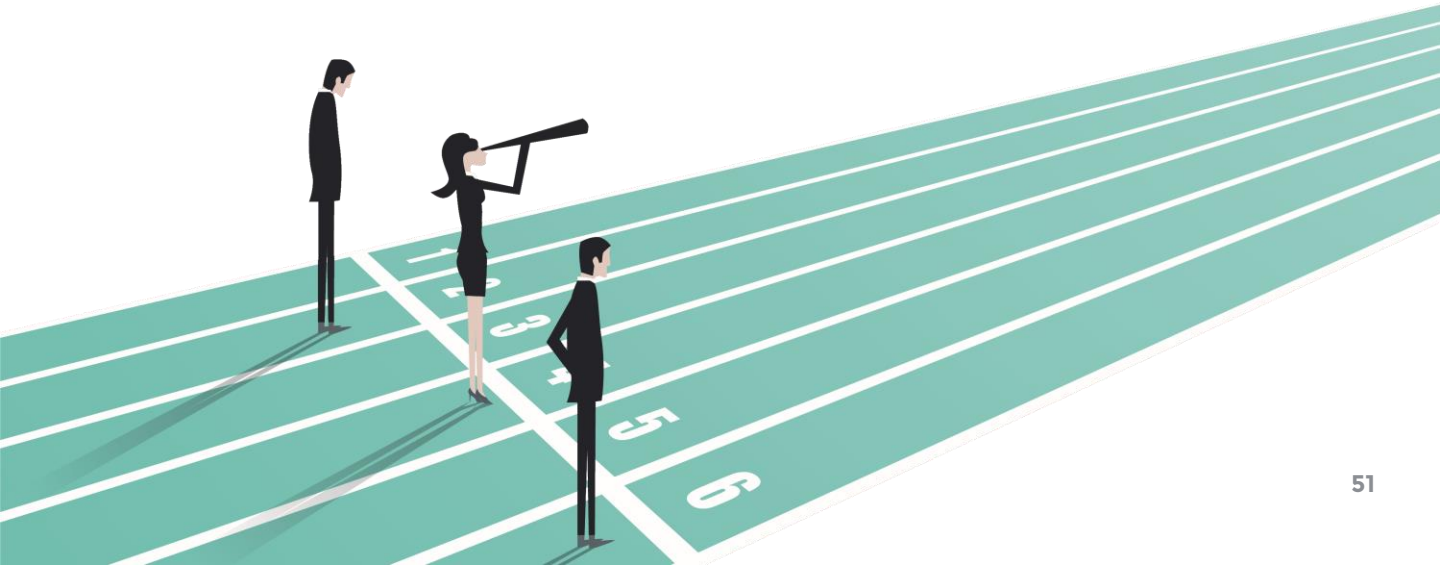
We are women and men who believed that through bravery, being enterprising and driving forward with purpose we could bend the arc of history toward inclusion.

We did. We made gender equity possible in our lifetime.

Join us - be the one to CHOOSE to close the gender equity gap in our lifetime.

Today, with the power of the Pipeline platform it is possible.

The Time Is Now.



“

Women are the most underutilized economic asset in the world’s economy.

ANGEL GURRÍA, THE SECRETARY-GENERAL OF THE ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT

OECD

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