

# Female Empowerment

## How to promote equal opportunities in your company

### What problems do women face at work?

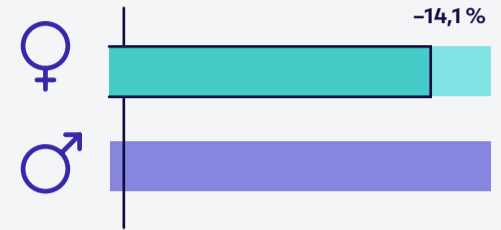
#### Glass Ceiling



describes the largely invisible barrier that makes it difficult for women to advance to management positions despite adequate qualifications.



Only one third of managers – and only 17% of senior executives – are women according to Eurostat Statistics.



While the gap across countries varies, women in the EU earned on average 14.1% less than men per hour in 2018.

# 0%

When setting the quota for women, publicly traded companies in Germany can still set the target value at "zero" and have not had to face any sanctions so far.



Moving to part-time work is still seen by many as detrimental to a career. With rigid company cultures, many women decide against it, to take care of family-related obligations.



"The Thomas Template": Executive board recruitment still follows the same criteria: male, economist, mid-50s, where "Thomas" remains the most common name on German boards.

### How you can encourage women in your company

# 57%

of the companies surveyed worldwide confirm that equal opportunity initiatives have a positive effect on their business.



- Cultivate a tolerant company culture, so your team feels understood and can, thus, be more creative. Offer your employees diversity training and language courses for perspective and awareness.
- Allow for flexible working models to support mothers and fathers in your team to balance work and family. Enable working from home, flexible working hours, and job sharing.
- Look out for equal pay by looking at gaps in your company's payroll and actively contribute to closing the gender pay gap.
- Offer more development opportunities to your team with language courses from Babbel for Business. You'll both ensure your employees increased opportunities and contribute to long-term business success.

# 74%

were able to increase their profits by 5-20% after more women were promoted to management positions.