



VILNIUS UNIVERSITY
BUSINESS SCHOOL

FireWorks
HUMAN RESOURCES MANAGEMENT

BRIDGING THE GAP

Strategies for Promoting Women's Leadership, Equal Pay, and Gender Equity in the Workplace

Presented by: **Laura Hamidova, SHRM-CP**

 **SHRM Annual Conference 2024, Riyadh, KSA**



LAURA HAMIDOVA, SHRM-CP

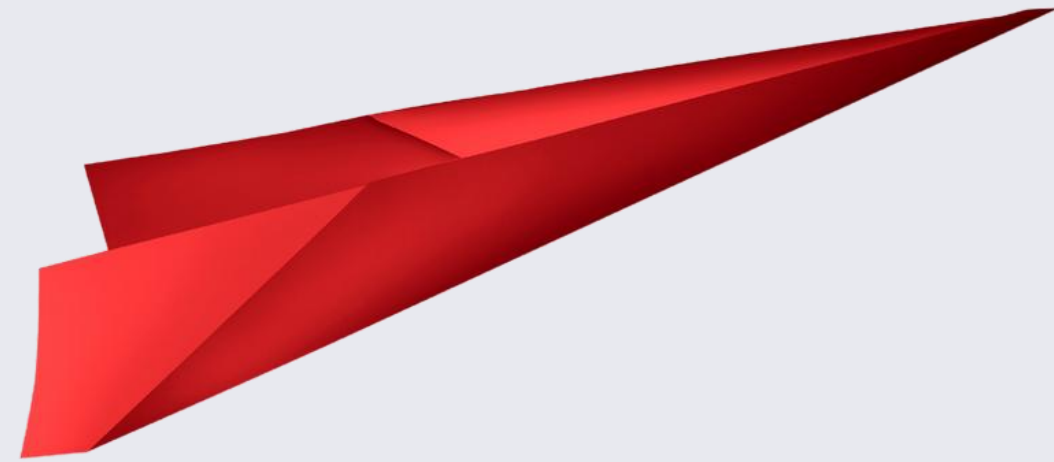
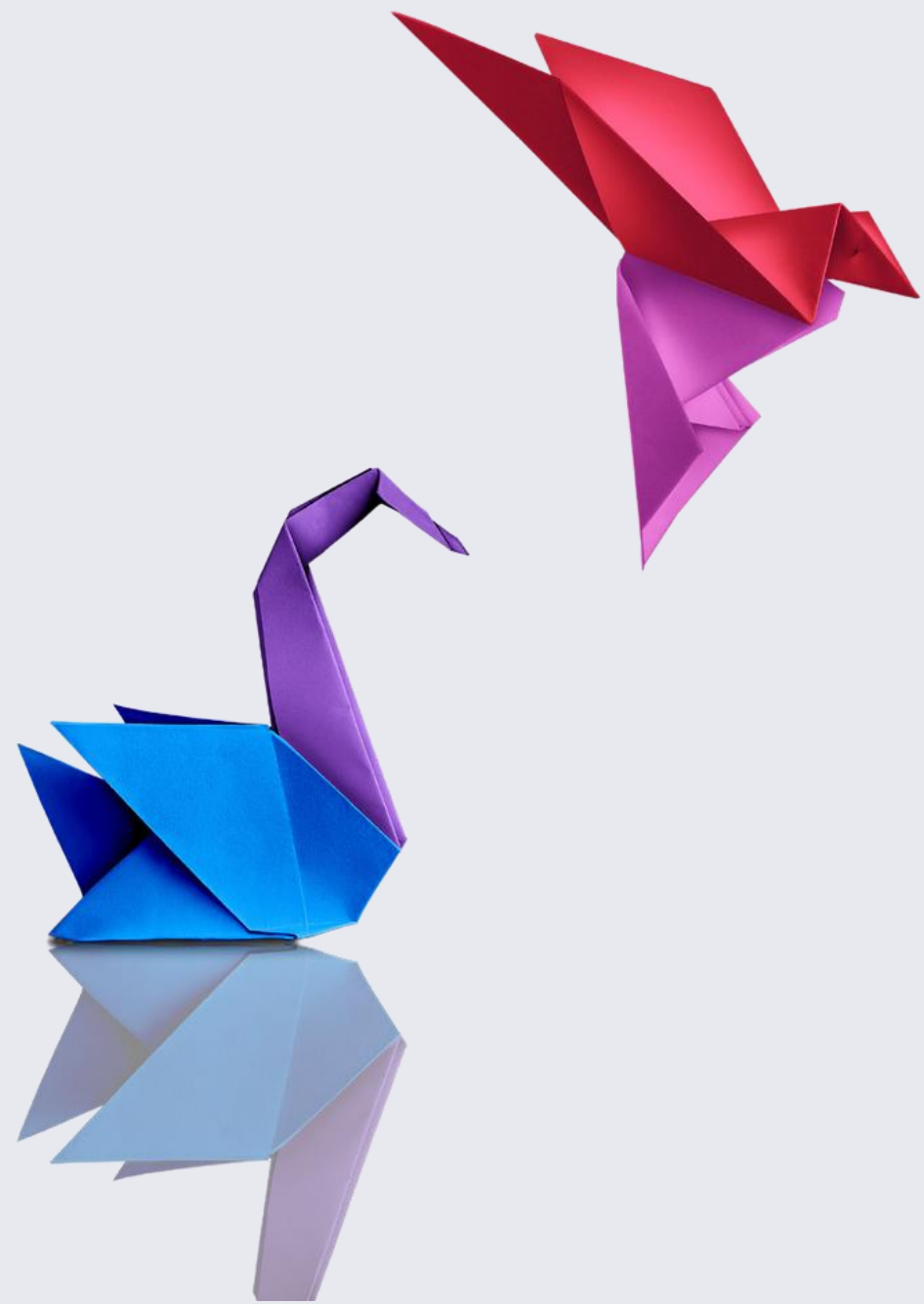
WHO I AM:

- Founder of FireWorks HRM, established in 2013.
- Lecturer at Vilnius University Business School.
- 19 years of experience in HR, specializing in gender equity, talent development and workplace strategies.

WHY I'M HERE:

- To blend academic insights and practical HR expertise to promote gender equity.



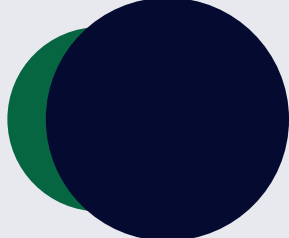
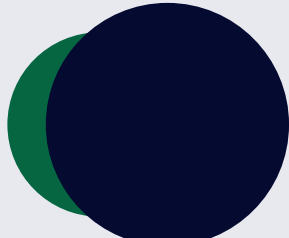



**“EVERYONE WANTS PROGRESS,
NOBODY WANTS CHANGE.”**

-Paul Romer, Economist and Political Entrepreneur-

OBJECTIVES OF THE WORKSHOP

WHAT WE'LL COVER

-  Strategies for promoting women's leadership.
-  Achieving equal pay and addressing wage gaps.
-  Best practices for creating inclusive, equitable workplaces.



Empowering women
boosts economic and
social performance.



***WHY GENDER
EQUITY
MATTERS***

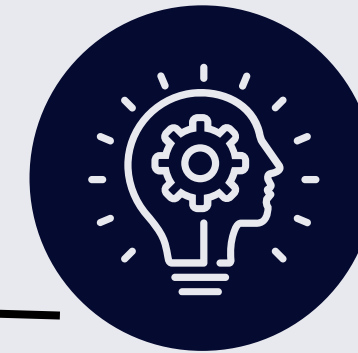
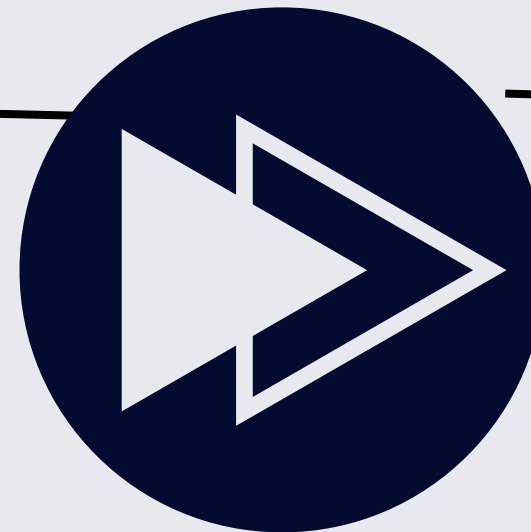
Gender-diverse
leadership teams are 21%
more likely to outperform
competitors.

Reference: McKinsey & Company, 2020; World Economic Forum Gender Gap Report, 2022.

BENEFITS OF WOMEN IN THE WORKPLACE

ECONOMIC GROWTH

Companies with more women in leadership see up to 35% higher returns on equity.



INNOVATION

Gender-diverse teams are more innovative.



EMPLOYEE SATISFACTION

Gender-equitable workplaces have higher engagement and retention.

Reference: McKinsey & Company, 2020; World Economic Forum, 2021.

Saudi Vision 2030 Overview



Increase female workforce participation from 22% to 30%.



Support women's economic contributions and leadership opportunities.

SHRM Gender Equity Standards



Leadership Representation

Equal access to decision-making roles.



Equal Pay

Transparent and fair pay practices.



Inclusive Workplace

Ongoing diversity and inclusion efforts.

Source: SHRM Equity Standards, 2023.

UNDERSTANDING THE GAPS

Statistic

S

Only 28% of managerial roles are occupied by women globally.

Women earn 82 cents for every dollar earned by men.

“How do these statistics make you feel about understanding the gap in gender equity?”

Source: Catalyst, 2022; Pew Research Center, 2021.

How would you rate your organization's current gender equity efforts?



<https://wall.sli.do/event/3TXdJERAS4RKwRjpoHZVSC?section=b2733309-924d-499e-b82c-61aa0e4539c7>

The background features a repeating pattern of green handprints in various orientations, set against a teal background. A dark blue circular shape is partially visible in the top right and bottom left corners.

What can we do now to make the situation better in the future and achieve Saudi Vision 2030?

1. Leadership Development Programs



Strategy

Invest in women-focused leadership training.



Evidence

Organizations with leadership programs for women see a 30% increase in performance.

“What impact would tailored leadership programs have in your organization?”

2. Mentorship vs. Sponsorship

Mentorship

Guidance and support.

Sponsorship

Advocacy for career advancement.

“Would you prefer a mentor or a sponsor, and why?”

Source: Forbes, 2021; Academic Journal of Leadership, 2020.

3. Flexible Work Policies



Flexibility increases retention and engagement.




Women are 70% more likely to stay at companies with flexible work options.

“How might flexible policies transform your team's performance?”

Source: International Labour Organization, 2022.

4. Creating a Culture of Inclusion

A green target icon with a central dot and four intersecting lines forming a crosshair.

Recognition of achievements by women.



“What does an inclusive culture mean to you?”

Strategies for Inclusion



Initiatives that celebrate diversity.

“How can celebrating diversity become a part of your organization?”

Source: Journal of Diversity Management, 2022.

5. Achieving Equal Pay



Conduct pay audits and address wage disparities.

Women earn approximately 20% less than men globally.

Wage inequality is exacerbated by the lack of women in higher-paying roles.

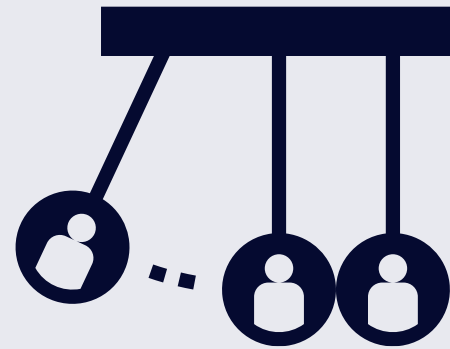
“What would a transparent pay audit reveal in your organization?”

Source: ILO Global Wage Report, 2023.

Clear Compensation Policies



Transparent, bias-free pay frameworks.



Builds trust and addresses pay disparities.



“What if every employee trusted their compensation was fair?”

6. INCLUSIVE RECRUITMENT PRACTICES

STRATEGY

Use gender-neutral job descriptions.

OUTCOME

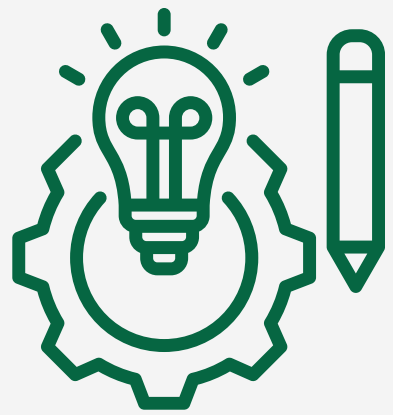
Attracts a diverse talent pool.



“How can we improve our recruitment process to promote diversity?”

Source: Society for Human Resource Management, 2022.

7. Unconscious Bias Training



Regular training to minimize biases.

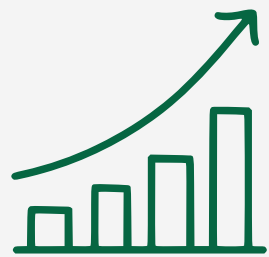


Bias training can reduce discriminatory actions by 25%.



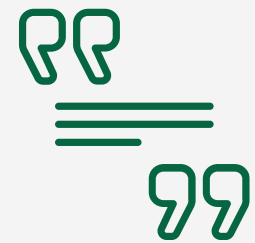
“How transformative could bias training be for your team?”

Tracking and Reporting Progress



Metrics

Set benchmarks and track gender equity.



Example

Use dashboards for transparency.



“How effective are your tracking mechanisms?”



CALL TO ACTION



Implement at least one strategy from today.



Start with pay audits, mentorship, or leadership training.

**“SMALL, ACTIONABLE
STEPS DRIVE CHANGE.”**

Q&A SESSION

THANK YOU!

FOR YOUR ATTENTION



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