# Where are all the women?



Research into the low visibility and engagement of same-sex attracted women in the workplace

June 2019



# The full report is available online...

Overall findings

Five key themes

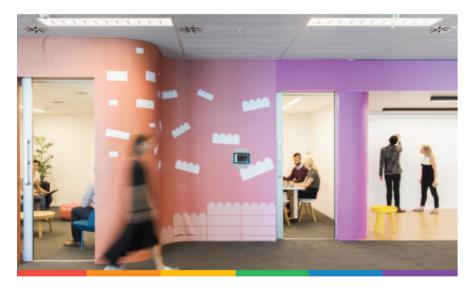
Recommendations

Next steps

www.pwc.com.au

Research into the low visibility and engagement of same-sex attracted women in the workplace | July 2018

## Where are all the women?







#### Theme 1: Macro and Micro Culture

Psychological safety is largely determined by day-to-day social norms and expectations (micro culture).

Women are more likely to be out in workplaces that celebrate difference.

#### Influencing macro and micro culture

- 1 Continue to show clear leadership through consistent and explicit messaging and behaviour to enhance macro culture.
- B Educate people in the workplace on the importance of terminology and positive language.

- 2 Empower your allies (both straight allies and other members of the LGBTI community) to influence the micro culture within the Workplace.
- 4 Building opportunities to reverse mentor your workplace leaders to build greater connection to the LGBTI community.

#### Theme 2: Dual effect of gender and sexuality

Same-sex attracted women are more likely to doubt themselves and less likely to have a strong sense of belonging in the workplace. This compounds the effect of the glass ceiling because confidence and belonging are critical traits in overcoming the gender challenges all women face.

#### Supporting dual effect of sexuality and gender

- 1 Build connections across the workplace through gender-specific initiatives.
- 3 Create safe spaces for same-sex attracted women to come together and learn from each other.
- 2 Develop leadership coaching for same-sex attracted women as an investment in role models of the future.

Theme 3: Impact of the perceived stereotype **'But...you don't look gay'** 

#### How do we break the stereotype?

- Help allies influence others to understand how their words can be unconsciously reinforcing the stereotype.
- 3 Challenge the stereotype from within the LGBTI community.

2 Empower same-sex attracted women to define how they want to be known.

#### "

Gay women just as all women come in all shapes, sizes and styles.

### Theme 4: Role Models

#### How do we influence women with role models?

1 Demonstrate a re-imagined definition of a role model through highlighting examples of behaviours and day-to-day actions. 2 Help connect same-sex attracted women through existing mentoring and networking channels.

#### "

There are so few LGBT women in leadership it is hard for women to find role model to look up to. Out women need to be made more visible in senior management.

### Theme 5: Networks and support

10

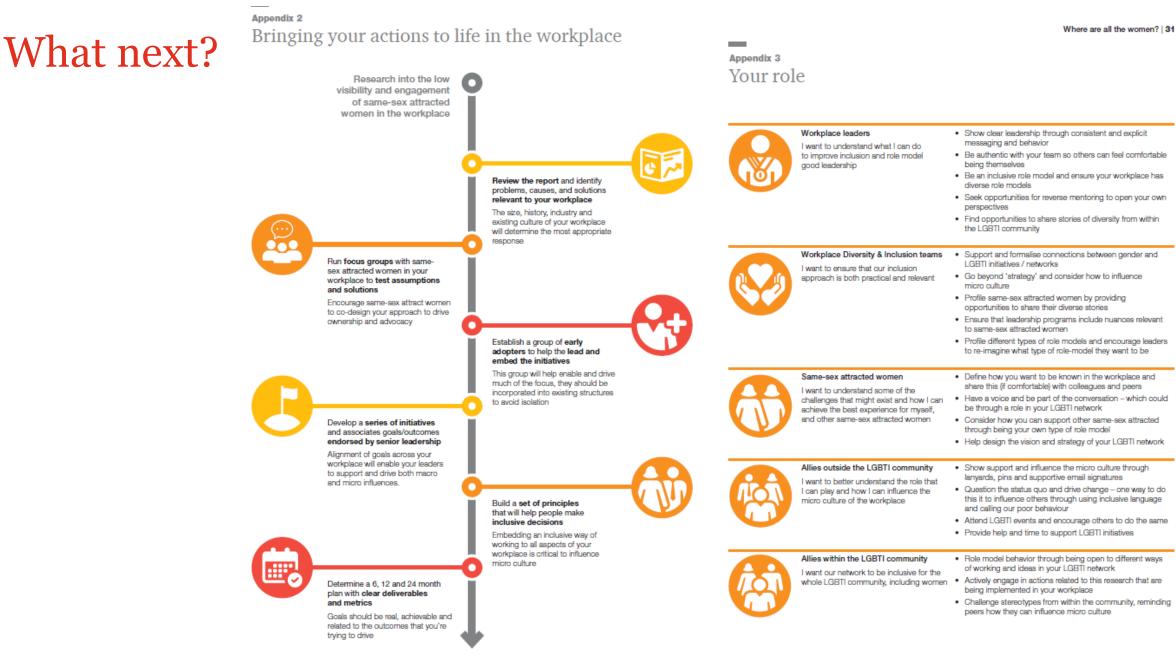
#### How can you create belonging through LGBTI networks?

- Identify and build a group of 'early adopting' same-sex attracted women to help design and deliver initiatives that connects with an inclusive purpose and vision for the broader LGBTI network.
- 3

Clearly articulate and share the purpose of your LGBTI network.

2 Set a goal for gender balance within your network leadership team, including people in supporting roles within your network.

4 Reinforce the broader purpose of your LGBTI network at events.



pwc.com

This content is for general information purposes only, and should not be used as a substitute for consultation with professional advisors.

© 2019 PricewaterhouseCoopers LLP. All rights reserved. PwC refers to the UK member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.

190625-160449-SH-OS