



Our Unlocking Potential Survey

“ Our survey ...
provides an
important
platform for
improvement. ”

Despite 40 years focussing on equal opportunity and diversity initiatives, most organisations continue to have very low levels of representation of women in senior leadership positions. Neither equal opportunity legislation nor significant gender diversity investment by organisations have created the changes sought.

The business case for gender diversity is strong. Recent research reveals where there are more women at the top of organisations, they are likely to be better places to work and organisational performance and profitability is increased.

How can organisations gain these significant benefits of gender diversity? Why are women so under-represented in the most senior leadership positions in organisations and on boards when they are so well represented at lower levels in organisations? What are the impediments to the retention of excellent female talent in organisations?

One of the most effective ways to get answers to these most important questions is to ask the people who know – your employees. This is best achieved by way of a robust, organisation-wide, online gender diversity survey which will provide an important platform from which to build action plans and improvement initiatives.





Our approach

The Gender Worx approach is characterised by four core principles that guide all our work: evidence-based, collaborative, change-oriented and strategic.

Evidence-based

A rigorous evidence base is fundamental to our work. We focus on turning the evidence from applied research and analysis into practical strategies and tools that build organisational gender diversity capability. Our rigorous organisation-wide survey is based on the best available evidence from Australian and global research. A sound measurement basis provides a strong lever for change.

Collaborative

A collaborative mindset underpins our interaction with you. We will ensure we understand your specific challenges and objectives and tailor our survey and our approach to your circumstances. Gender dynamics are sensitive and powerful, and our engagement with you comes from a position of respect and sensitivity to your issues and needs.

Change oriented

We bring a strong focus on changing for the better, creating the opportunity for your organisation to make real progress in gender diversity. Your survey report, used in conjunction with the advice from our specialist consultants, will identify the levers that will give you the greatest change impact.

Strategic

Your survey results will highlight key strategic leadership, culture, talent and performance challenges from a gender diversity perspective. This provides you with the opportunity to attune your future strategies, targets and goals, calibrating them to achievements and gaps identified in the survey results. Our work with you makes beliefs transparent, and offers the opportunity for conscious decisions about which beliefs provide organisational value, and which ones prevent change.

Our consulting

We provide consulting expertise to assist you to achieve better gender diversity outcomes. We work with you to design and implement diversity strategies and tactics that start from where you are now, and provide momentum for your forward journey.

Our approach to consulting, as to all other things, is guided by our four core principles: we are evidence-based, collaborative, change-oriented and strategic. Our services include staff engagement workshops, facilitation and dialogues, focus groups, training, coaching, mentoring, strategy and policy development, and measurement.

“ Our survey reports give you a robust, evidence based, organisation-wide view ... ”



Our comprehensive Survey Framework

Our survey is based on a comprehensive framework of four areas and 17 categories that impact gender diversity in organisations. The Survey Framework focuses on both Organisational (Leadership and Culture) and Individual (Talent and Performance) drivers of diversity.

“ Our survey measures what has previously been unmeasurable. ”

The Framework and all survey statements are supported by a substantial white paper. The white paper summarises a decade of seminal research exploring gender beliefs and their impact on organisational practices, and research identifying best organisational practice for unlocking the potential of women at work. The survey statements penetrate to the core of gender beliefs and encompass good gender diversity practice.

The Survey Framework supports a positive cycle of change – the right leadership enables an exploration of beliefs and cultural impediments to change. As these are explored and dispelled or remodelled, the full talents available within an organisation can be unlocked. Performance and recognition systems are adapted to embed gender diversity goals and accountabilities. As achievements are identified and celebrated through the formal systems, leadership resolution and drive are reinforced and a positive cycle of cultural change is established.





About Gender Worx

Gender Worx is a specialist gender diversity practice. We are thought leaders, experts and consultants to organisations in gender diversity measurement and change. We assist organisations to unlock the potential of women and help make organisations:

- better places to work; and
- more productive and profitable

Gender Worx is a specialist division of Insync Surveys, stakeholder survey and consulting specialists and a 2009 *BRW* Fast 100 Company.

Visit www.genderworx.com.au
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About Insync Surveys

Insync Surveys has one of the largest suites of leading edge integrated benchmarked stakeholder surveys in the world. Its surveys are distributed in over 30 countries and in over 15 languages and include surveys for employees, customers, boards, community groups and many other organisation stakeholders.

Insync Surveys has carried out surveys for some of the largest public, private, government and not-for-profit organisations in Asia Pacific. It is based in Australia and has representatives in New Zealand, Asia, UK and North America. Insync Surveys' technology also powers the surveys of Board Benchmarking and Gender Worx.

Visit www.insyncsurveys.com.au
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Our book

To find out about or to buy our book, *Unlocking Gender Potential: A leader's handbook*, visit www.genderworx.com.au

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