



# The Gender Equity

Powered by T—



*Collective*

# Who we are



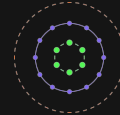
## VISION

Our vision is a world where gender equity is not just a goal but a reality for every organisation. Where leadership knows no gender boundaries and equity is the rule, not the exception.



## MISSION

To empower companies to accelerate gender equity progress by cultivating commitment and ownership among top executives while embracing an inclusive ethos that empowers individuals of all genders to become agents of change.



## PURPOSE

Our purpose is to illuminate the path towards a world where every individual, regardless of gender, stands on equal ground, unlocking their full potential and contributing to a brighter and more just future for all.



The system is broken for all genders, the efforts to fix it are failing, there is a social and organisational imperative to act

The question isn't why, its how.

# Why we do what we do

The system is broken for

**ALL GENDERS**

**Gender equity has long been a crucial topic in society, leadership and businesses. With the end goal being the fair treatment and opportunities for people of all genders so that individuals, teams and organisations can thrive..**

While progress has been made in recent years, there are still glaring disparities that highlight **a broken system for all genders...**

Gender parity is not only a moral imperative but also a strategic advantage for businesses. It drives improved performance, fosters innovation, and positions organisations for long-term success in an increasingly competitive and diverse world.

We believe the **future of gender equity is united** and we use data to understand the challenges ALL genders face in order to bring senior leaders together to drive authentic, measurable change.

Only by exploring both sides of the gender parity journey can we truly start to explore how to accelerate progress.

## A Closer Look at Disparities

Gender equity remains an ongoing struggle as the system reveals itself to be broken for all genders. Below are just a few examples of statistics that show the system isn't working. This is not shared as a comparison against the genders, but to highlight change is needed at a system level to create a more inclusive and just society for everyone, irrespective of gender.

**80%**

Companies still pay women less

**3x**

Three times as many men as women die by suicide

**90%**

90% transgender and non-binary people reported harassment or discrimination at work.

**6%**

Only 6% of CEOs are women

**2x**

Fathers' flexible working requests were refused at twice the rate of mothers'

**4%**

4% transgender and non-binary people felt comfortable to share their identity at work.

**132**

It will take 132 years to reach full gender parity in the workplace

**92%**

92% of workplace deaths occur among men

**55%**

55% transgender and non-binary people felt sharing their identity would impact career progression

# The business case for gender equity



# 21%

## Profitability

McKinsey & Company found companies in the top quartile for gender diversity on executive teams were 21% more likely to experience above-average profitability.

# 46%

## Engagement

Gallup reports that companies with a high level of gender diversity are 46% more likely to have employees who are highly engaged.

# 70%

## Talent attraction

Glassdoor found that nearly 70% of job seekers look for companies that demonstrate commitment to gender equity, when considering job offers.

# 59%

## Innovation

Women in Business found inclusive business cultures lead to 59.1 percent increase in creativity, innovation, and openness.

# 38%

## Consumer demand

Research from Catalyst found 38 percent better assessment of consumer demand.

# 3.2x

## Employee retention

Deloitte showed that organisations with inclusive cultures are 3.2 times more likely to retain employees.



# Why most gender initiatives fail



## 90% of UK companies claim to be prioritising gender equity within their objectives

Most Executives and Boards understand both the general business and ethical case for prioritising gender equity, however they don't understand how to identify the business case in their company, how it will facilitate and accelerate their objectives, they don't know where to start and they don't know what approaches will actually produce results. Too often they engage in high effort, low impact initiatives that fail to have the desired impact and create meaningful change. Recognising the need for action is part of the solution. Responding to it effectively is the other.

### No senior leadership buy in

Senior management must take the lead on gender diversity and recognise it cannot be delegated.

### Not set as strategic objective

Gender equality has to be viewed as a strategic objective of the business, to ensure accountability and focus at every level.

### Failure to engage men

Companies that engage men see 96% progress versus only 30% in companies who don't.

### Programmes are performative

Many companies spend time and energy on initiatives that create the appearance of promoting gender equity without making meaningful changes.

### Outdated approaches

Many programmes still try to 'fix women' and/or 'blame men'. These programmes are divisive and fail to create unity towards a common goal.

### No collaboration across industries and companies

A lack of data sharing and collaboration results in companies putting time and effort into initiatives that do not work.

# How we do it



## CEO commitment

You can not delegate cultural transformation



All our events and programmes start at the top. We work closely with the C-Suite to ensure buy in, commitment and role modelling.

## Authentic equity

Creating meaningful, measurable change.



Our expertise is in creating meaningful, measurable change by moving away from defensiveness, tokenism and checklists and towards collective long term impact.

## Progressive

We have rewritten the narrative for equity



Women do not need fixing, men are not to blame. We take an empathetic inclusive approach that resonates with leaders of all genders.

## Measurable

if you can't measure it, you can't improve it



Everything we do is tied to measurable results and tangible business and cultural outputs such as representation, promotions, retention, engagement.

## All genders

Gender equity impacts all and benefits all



We include all genders in everything we do, looking at both perspectives, reciprocal allyship and easy access to enter the conversation.

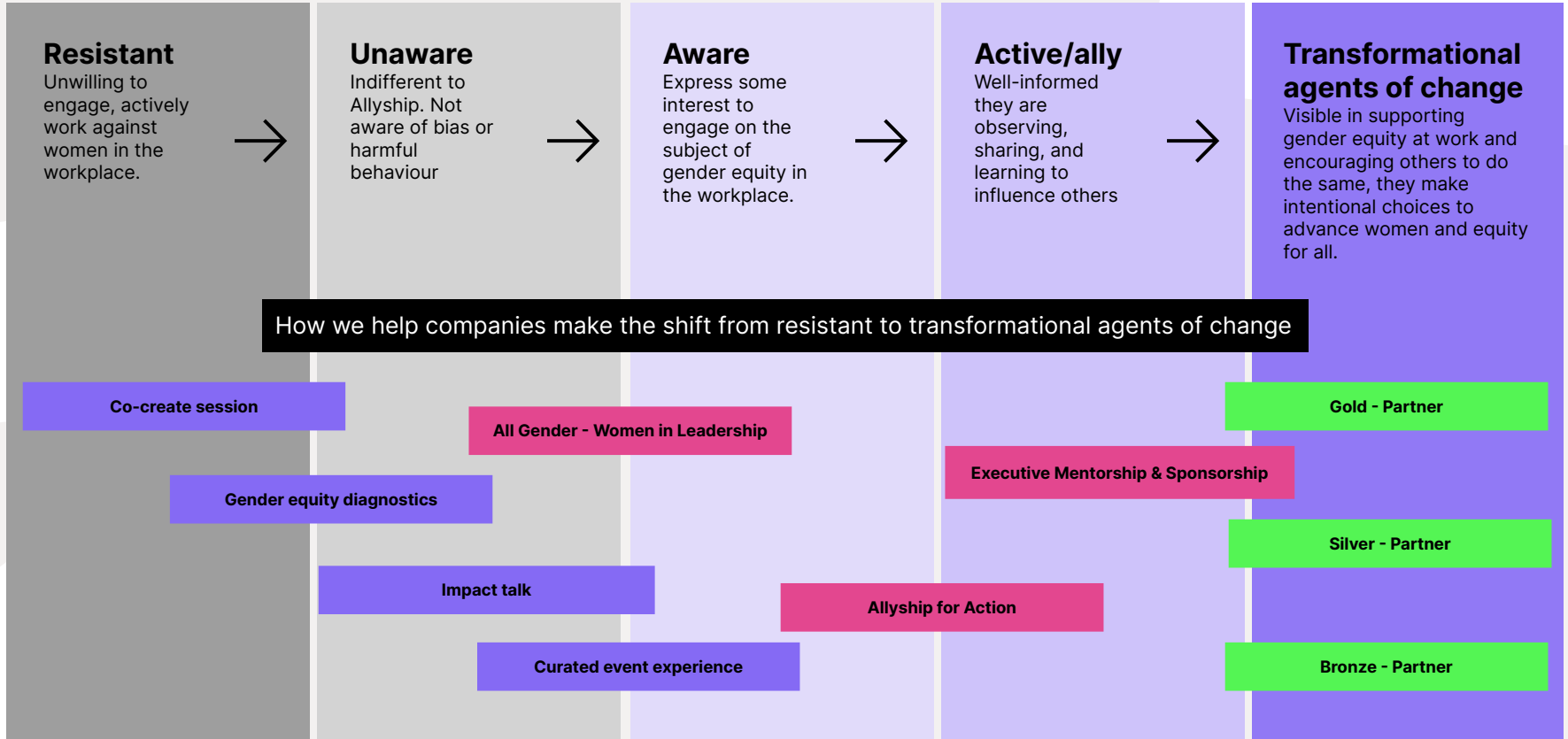
## Industry sharing

We stop companies making the same mistakes others have



We provide a platform for senior leaders to connect and learn from each other allowing access to useful data, insights and a powerful network of revolutionary leaders.

# Change the narrative from engaging to transforming





# Our offering - Getting started

We know it is essential to meet companies where they are, wherever that maybe in terms of gender equity. Therefore we have created four different ways to initially engage and begin the conversation.

## Co-create session

### What

A 1.5-2 hour collaborative session to understand your objectives, goals and success factors.

### Perfect for

- Companies at the start of their journey and not sure where to start

### Includes

- 2 hours consultation
- A tailored action plan for implementation

## Impact talk

### What

A 1 hour inspirational impact talk that promises to immediately create a connection. A blend of micro engagement exercises, data and storytelling. These sessions serve to make the subject relatable and memorable. Providing actionable insights and practical takeaways. Audience will be given something valuable to implement.

### Perfect for

- Companies at the start of their journey to raise awareness and gain buy-in
- To launch a new internal initiative or programme
- Celebrating a calendar event such as International Women's Day, International Men's Day

### Topic options

- The business case for gender equity
- Authentic allyship

## Curated event experience

### What

A 2 hour face to face interactive experience that introduces attendees to the subject of gender equity in an emotive and impactful format.

### Perfect for

- Creating a meaningful start to the conversation
- Celebrating a calendar event such as International Women's Day, International Men's Day

### Event options

- Panel discussion - A curated panel with 3-5 subject matter experts
- Roundtable action group - A guided roundtable discussion for groups of 8-20 tailored to challenges in your company
- Speed networking and impact talk - A curated speed networking and impact talk on how gender equity impacts and benefits all genders

## Gender equity diagnostics

### What

A bespoke gender insights pulse survey sent to all or a select population of employees to identify the lived experience and real life feedback within your business.

### Perfect for

- Creating real internal data and feedback
- Present a tailored business case
- Gain buy in

### Includes

- A 8-12 question survey
- All marketing communication around the insights survey
- A detailed report with recommendations and actions
- 2-3 leadership briefing sessions



# Our offering - Programmes



Our programmes have been designed based on impact, each of our core programmes offer measurable outcomes and a path to driving authentic change.

## All Gender - Women in Leadership

### What

A bespoke innovative programme to accelerate action for gender parity. The course is multi-gender in order to provide an opportunity for open, collaborative conversation, action and impact and drive real measurable change.

### Measurable impact

- Examples of Allyship
- Perspective comparison from men and women
- Retention prediction
- Policy satisfaction
- Gender representation & Pay Gap

### Includes

- Pre launch buy in session
- All marketing communication about the programme
- 1 x full day programme
- Comprehensive printed workbook
- 2 x gender insight survey
- 2 x gender insight report
- 8-20 participants

## Executive Mentorship & Sponsorship

### What

A 12 month inhouse mentorship and sponsorship programme where we train and match your internal leaders with less senior women in the business with the objective of helping both individuals to become elevated versions of themselves.

**Mentor** = Someone senior in the business who teaches or gives advice to a less experienced person.

**Sponsor** = Someone who promotes and endorses you when you are not in the room.

### Measurable impact

- Increase representation of senior level women
- Increase retention and pipeline of senior women

### Includes

- 3 x mentee training sessions
- 3 x mentor training sessions
- 3 x mentor group coaching checkin sessions
- 3 x mentor group coaching checkin sessions
- Pre and post assessment and feedback

## Reciprocal Allyship for Action

### What

Full day or half day interactive masterclass to introduce attendees to the business, professional and personal benefits of reciprocal allyship. This programme is multi gender and designed to create actionable behavioural change. The workshop explores how senior leaders can unite in order to change the narrative from engaging men to creating reciprocal transformational agents of change across the business.

### Measurable impact

- Examples of Allyship
- Perspective comparison from men and women

### Includes

- Pre launch buy in session
- All marketing communication about the programme
- 1 x full day programme
- Comprehensive printed workbook
- 8-20 participants

# Our offering - Build your own programme



Create your own programme by selecting a series of masterclasses that align to your business needs, goals and employee

## Build your own programme

### What

Build your own programme by selecting a number of different masterclasses.

### Measurable impact

- Examples of Allyship
- Perspective comparison from men and women
- Retention prediction
- Policy satisfaction
- Efforts on gender initiatives

### Includes

- Pre and post survey report
- Kick off session
- 3 hour Masterclasses
- All marketing communication about the programme
- Interactive printed workbook
- Digital workbook



## Women in Leadership Masterclasses

**Fix the system not the woman** – ‘women are not broken, women do not need fixing’. This masterclass looks at systematic approaches to challenging gender equity

**Your net worth is your network** – Creating your own personal boardroom and exploring great ways to create a system of mentors and sponsors

**Building your personal brand** – Owning your story and creating a vision for your future

**Aligning your success, values and purpose** – Align your priorities with your values and purpose

**Mindset matters** – Creating a mindset for success, understanding the power of optimism, perspective and a growth mindset

**Know your superpower and lead at your best** – Understand your strengths and personality style to lead authentically and build resilience

**You are not an imposter** – Myth busting ideas around imposter syndrome and confidence

**What about men** – Understand the role of men in gender equity and how to be a reciprocal ally

## Sponsorship and Allyship Masterclasses

**The business case for gender equity** – Understanding the business, cultural and personal benefits of investing in gender equity

**From mentor to sponsor** – Creating a culture of sponsorship

**Authentic allyship starts at home** – Being a role model in and outside work

**Creating a culture of change agents** – Creating an individual commitment to gender equity

**What about us** – Understanding the benefit of gender equity for men and the role men can play in accelerating progress

**Gender bias revealed** – Understanding how bias can play a role in team and company culture

**Recognising power and privilege** – Understanding and plotting your power and exploring strategies use this to drive positive change

**Mentoring women** – How to be a impactful and insightful mentor to women

**Safe to fail** – Creating an environment where men feel safe to join the gender equity conversation



# Our offering - Partnerships

Our partnerships have been designed to create long-term industry and company wide change, these revolutionary partnerships allow for accelerated progress and industry sharing at C-Suite level..

## Gold Partner

### What

An annual partnership that provide ongoing support, learning and network access to leaders truly dedicated to prioritising gender equity.

### Measurable impact

- Employee response feedback
- Retention
- Internal promotion
- Policy progression
- Gender Pay Gap %

### Includes

- 1 x Gender Pay gap audit
- 1 x Co-Create session
- 4 x Internal annual impact talks
- 2 x Internal curated event experience
- 2 x Gender insights survey and reports (every six months)
- 1 x full day programme All Gender - Women in Leadership Programme
- 1 x Cohort for the Executive Mentorship Programme
- 2 x full day Active Allyship Programme
- 4 x access for 2 people to attend quarterly cross industry C-level Cohort action events
- 4 x Group coaching sessions for 2 people

## Silver Partner

### What

An annual partnership that provide ongoing support, learning and network access to leaders truly dedicated to prioritising gender equity.

### Measurable impact

- Employee response feedback
- Retention
- Internal promotion
- Policy progression
- Gender Pay Gap %

### Includes

- 1 x Gender Pay gap audit
- 1 x Co-Create session
- 2 x Internal annual impact talks
- 1 x Internal curated event experience
- 1 x Gender insights survey and reports
- 1 x full day programme All Gender - Women in Leadership Programme
- 1 x Cohort for the Executive Mentorship Programme
- 1 x full day Active Allyship Programme
- 4 x access for 2 people to attend quarterly cross industry C-level Cohort action events

## Bronze Partner

### What

An annual partnership that provide ongoing support, learning and network access to leaders truly dedicated to prioritising gender equity.

### Measurable impact

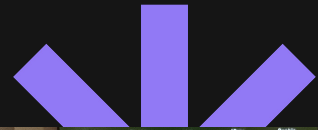
- Employee response feedback
- Retention
- Internal promotion
- Policy progression
- Gender Pay Gap %

### Includes

- 1 x Co-Create session
- 2 x Internal annual impact talks
- 1 x Internal curated event experience
- 1 x Gender insights survey and reports
- 1 x full day programme All Gender - Women in Leadership Programme
- 1 x full day Active Allyship Programme
- 4 x access for 2 people to attend quarterly cross industry C-level Cohort action events



# We make gender equity...



**Creative**



**Authentic**



**Impactful**



**Engaging**



**Inclusive**



**Accessible**





# Testimonials page



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Loved every minute. Informative, collaborative and impactful.

**Director, Soho House**

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Hands down the best gender equity discussion I have been part of. Oversubscribed by both men and women. Extremely impressive. Tough questions, pragmatic and positive. Fiona's design and delivery is just so good.

**CHRO, Williams Racing**

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I was blown away by the recent "Equity+1" event. Fiona is an excellent host - the content presented was thought-provoking and the format of the event prompted honest, open conversations that allowed attendees to tackle hard topics in an empathetic way, and provided meaningful actions for participants to take away for an immediate impact.

**Managing Director, Accenture**

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Hugely engaging, very creative and real potent change potential.

**CEO, Hexo**

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Amazing, always inspired by your bold ideas and approaches to solve this truly foundational problem!

**Head of DEI, Amazon**

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This was my first event on this topic. I walked into the room quite nervous but the event was so well planned and the conversations were so informative and powerful that I came out of that room enlightened and more empathetic about issues relating gender equity. Men have a huge role to play in this mission and I'm definitely a stronger supporter than ever

**VP of Technology, Bank of America**

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Such an awesome event. Your voice and experience is what the world needs.

**Co-Founder, SR2**

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Such an innovative event! The format was brilliant, the content of was superb with really rich insights. Thanks for highlighting the takeaways so clearly!

**CEO, Potentia**

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Fiona's event was so eye-opening for me, especially the stats that she shared. It was a great idea to have men in this event as allyship is much needed to achieve gender parity at work or at home. We are all together in this and as leaders we have the biggest role to play. The lessons learnt during the event will stay with me forever.

**Founder, Women in Product UK & Chief Product Officer**

# Content design & delivery investment



	Options	What's included	People	Cost from	
<b>Getting started</b>	Co-create session	2 hours consultation A tailored action plan for implementation	Up to 6 people	£1,500	
	Impact talk	One hour pre created inspirational talk OR (virtual) One hour bespoke inspirational talk (virtual)	Up to 80 people	£2,000 £3,500	
	Curated event experience	2 hour pre-created face to face interactive experience 2 hour bespoke face to face interactive experience	Up to 20 people	£2,500 £5,000	
	Gender insights survey	A 8-12 question survey All marketing communication around the insights survey	A detailed report with recommendations and actions 2-3 leadership briefing sessions	Up to 50 people	£5,000
<b>Programmes</b>	All Gender - Women in Leadership Programme	Pre launch buy in session All marketing communication about the programme 1 x full day programme	Comprehensive printed workbook 2 x gender insight survey 2 x gender insight report	Up to 20 people	£25,000
	Executive Mentorship & Sponsorship Programme	3 x mentee training sessions 3 x mentor training sessions 3 x mentor group coaching checkin sessions	3 x mentor group coaching checkin sessions Pre and post assessment and feedback	Up to 30 people	£35,000
	Executive Allyship for Action Programme	Pre launch buy in session All marketing communication about the programme	1 x full day programme Comprehensive printed workbook 8-20 participants	Up to 20 people	£25,000

\* Pricing applicable until December 2023

# Content design & delivery investment



	Options	What's included	People	Cost from
<b>Build your own Programmes</b>	1-4 masterclasses	<ul style="list-style-type: none"> <li>2 × 3 hour masterclasses</li> <li>All marketing communication about the programme</li> <li>Interactive printed workbook</li> <li>Digital workbook</li> </ul>	Up to 25	<ul style="list-style-type: none"> <li>£6,000 per workshop</li> <li>(4 workshops = £24,000)</li> </ul>
	5-9 masterclasses	<ul style="list-style-type: none"> <li>Kick off session</li> <li>5 × 3 hour Masterclasses</li> <li>All marketing communication about the programme</li> <li>Interactive printed workbook</li> <li>Digital workbook</li> </ul>	Up to 25	<ul style="list-style-type: none"> <li>£5,100 per workshop</li> <li>(9 workshops = £45,900)</li> </ul>
	10 + masterclasses	<ul style="list-style-type: none"> <li>Pre and post survey report</li> <li>Kick off session</li> <li>10 × 3 hour Masterclasses</li> <li>All marketing communication about the programme</li> <li>Interactive printed workbook</li> <li>Digital workbook</li> </ul>	Up to 25	<ul style="list-style-type: none"> <li>£4,200 per workshop</li> <li>(10 workshops = £42,000)</li> </ul>

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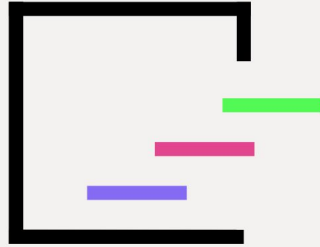


# Content design & delivery investment



	Options	What's included	People	Cost from	
<b>Partnerships</b>	Bronze	<ul style="list-style-type: none"> <li>1 x Co-Create session</li> <li>2 x Internal annual impact talks</li> <li>1 x Internal curated event experience</li> <li>1 x Gender insights survey and reports</li> </ul>	<ul style="list-style-type: none"> <li>1 x full day programme All Gender - Women in Leadership Programme</li> <li>1 x full day Active Allyship Programme</li> <li>4 x access for 2 people to attend quarterly cross industry C-level Cohort action events</li> </ul>	Varies	Annual price £56,950  (Total value £67,000)
	Silver	<ul style="list-style-type: none"> <li>1 x Gender Pay gap audit</li> <li>1 x Co-Create session</li> <li>2 x Internal annual impact talks</li> <li>1 x Internal curated event experience</li> <li>1 x Gender insights survey and reports</li> <li>1 x full day programme All Gender - Women in Leadership Programme</li> </ul>	<ul style="list-style-type: none"> <li>1 x Cohort for the Executive Mentorship Programme</li> <li>1 x full day Active Allyship Programme</li> <li>4 x access for 2 people to attend quarterly cross industry C-level Cohort action events</li> </ul>	Varies	Annual price £80,000  (Total value £100,000)
	Gold	<ul style="list-style-type: none"> <li>1 x Gender Pay gap audit</li> <li>1 x Co-Create session</li> <li>4 x Internal annual impact talks</li> <li>2 x Bespoke impact talks</li> <li>2 x Internal curated event experience</li> <li>1 x Bespoke curated event experience</li> <li>2 x Gender insights survey and reports (every six months)</li> </ul>	<ul style="list-style-type: none"> <li>1 x full day programme All Gender - Women in Leadership Programme</li> <li>1 x Cohort for the Executive Mentorship Programme</li> <li>2 x full day Active Allyship Programme</li> <li>4 x access for 2 people to attend quarterly cross industry C-level Cohort action events</li> <li>4 x Group coaching sessions for 2 people</li> </ul>	Varies	Annual price £105,000 GBP  (Total value £150,000)

\* Pricing applicable until December 2023



# Thank you

We would love  
to continue the  
conversation

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