

McKinsey  
& Company

# Join the 2020 Women in the Workplace Study

LEAN IN

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# Overview

*Women in the Workplace* is a study of the state of women in corporate America conducted annually by LeanIn.Org and McKinsey & Company. Since 2015, close to 600 companies have participated in the study, and over a quarter million people have been surveyed on their workplace experiences—making it, to our knowledge, the most comprehensive annual review of its kind.

The idea behind the study this year is to give you data about your talent pipeline and HR practices, employees' attitudes about flexible working arrangements, work-life issues for single and dual career couples, career advancement, diversity and more. We do this annually so you can track your progress over time – and increase your ability to hire, retain and promote women.

**For your participation, you will receive a confidential report – at no cost – benchmarking your organization against other participating companies and your industry peers.** All of your data will be confidential, and McKinsey's team will work with your team to make sure the process is as seamless as possible.

Your participation will also allow us to develop our annual *Women in the Workplace* report, which provides insights and recommendations to help all companies level the playing field and get closer to gender equality.

Email [workplacesurvey@mckinsey.com](mailto:workplacesurvey@mckinsey.com) to confirm participation





# Participation details

## What your organization will provide

*Additional details on page 8*

- **Part 1 – Talent Pipeline**
  - Aggregated data of your organization’s talent pipeline, split out by levels, gender, and ethnicity
- **Part 2 – D&I policies and programs**
  - A Covid-informed survey of your corporate policies and programs that are provided to employees
- **Part 3 – Employee Experience Survey**
  - A survey of your employees’ attitudes, perceptions, and experience
  - Due to the unprecedented and evolving situation with Covid-19, the large-scale Employee Experience Survey will not be conducted this year, but there is potential for a smaller-scale employee pulse over the summer

## Key dates and timeline

*Additional details on page 11*

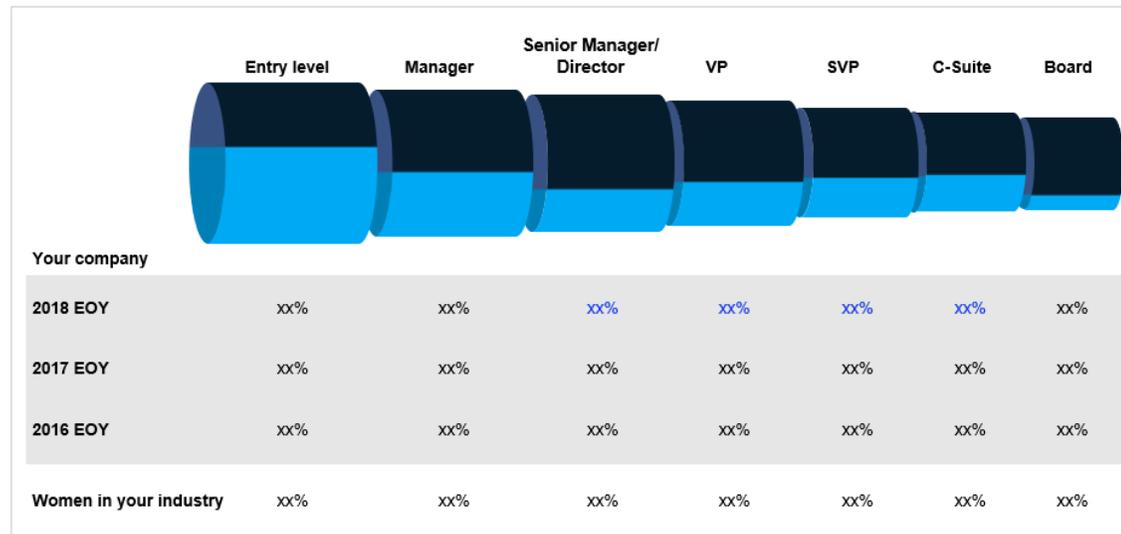
- **Sign-up period:** January through June
- **Data collection period:**
  - **Part 1:** April through end of June
  - **Part 2:** May through end of June
  - **Part 3:** Small-scale survey launch and timing still under consideration and to be determined over the coming months
- **Data Submission Deadline:** End of June
- **Report launch:** September 30
- **Organization-specific reports:** Beginning in Mid November



# Understand and track your organization's progress over time

**Organizations cannot make progress** on issues they do not clearly see.

**This study gives you the data you need** so you can track your progress over time and increase your ability to hire, retain, and promote women.



The Women in the Workplace data has played a big part shaping our perspective and defining our own program

**Technology Company**



We've gotten a lot of important insights from the report, which is informing our 3-year roadmap for elevating our efforts with diversity and inclusion

**Foodservice Company**



The piece is so well done and helps leaders like myself put things in such clear priority. Where we are doing 'well' and how far we have to go

**Healthcare Company**



# You will be in good company

# 329

companies participated in 2019 – including Facebook, Coca-Cola, 3M, Caterpillar, MetLife, Starbucks, Bacardi, Nordstrom, DaVita, Airbnb, and Fossil – and initial interest for 2020 is at an all-time high.

Visit [womenintheworkplace.com](https://www.womenintheworkplace.com) to see some of the participating companies

## 66 WOMEN IN THE WORKPLACE: CORPORATE PIPELINE BY INDUSTRY

### CORPORATE PIPELINE BY INDUSTRY

Industries have different talent pipelines

Although women are broadly underrepresented in corporate America, the talent pipeline varies by industry. Some industries struggle to attract entry-level women (engineering and industrial manufacturing), while others fail to advance women into middle management (transportation, logistics, food distribution) or senior leadership (retail, healthcare).

#### REPRESENTATION OF WOMEN ACROSS INDUSTRIES

% OF WOMEN BY LEVEL



## 67 WOMEN IN THE WORKPLACE: CORPORATE PIPELINE BY INDUSTRY

#### REPRESENTATION OF WOMEN ACROSS INDUSTRIES (CONT.)

% OF WOMEN BY LEVEL





# Receive a customized report

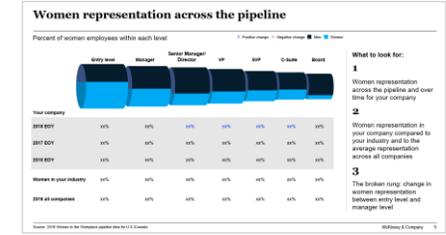
Your 2020 organization report will include:

Questions this helps your organization address:

## Talent pipeline

Your talent pipeline data – including promotion, attrition and external hiring rates – benchmarked across industry peers and all participating companies with representation broken out by gender and race

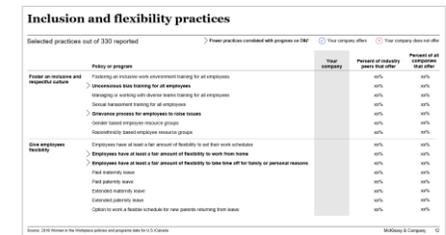
- What does women’s representation look like for my organization?
- Where in the pipeline are the greatest challenges for my organization to address?



## D&I practices and programs

Your D&I practices and policy offerings benchmarked across all participating companies

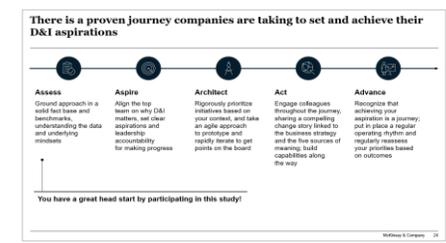
- What policies and programs are the majority of other companies offering?
- What are some of the best practices from top performing companies?



## Solutions

Recommendations and best practices to take steps to move forward

- What are the proven solutions that can move the needle within organizations?





# Be recognized as a leader

## Your participation also includes:

**Recognition on the report website** as a participating organization committed to gender diversity (*optional*)

**Invitation for a senior leader from your organization to attend a WSJ event to mark the launch of the general report** with Sheryl Sandberg, McKinsey's Global Managing Partner, and leading executives

**Option for your organization and leaders to be publicly recognized** (e.g., quote in press release, press interviews)



## FORTUNE

**Closing the 'First Promotion' Gender Gap Would Add 1 Million Women to Management**



**One of the biggest reasons women aren't getting ahead at work, according to a new survey**



## QUARTZ

**McKinsey and Lean In say they've found the biggest barrier to gender parity at companies**



**It's 2019 and just one in five C-suite executives is a woman**

**Women in the Workplace reached millions of people on earned and social media**



# What you provide

Overview	Data Submission Details	Time <sup>1</sup>
<b>Part 1 Talent pipeline:</b> Your organization's talent pipeline data	<b>Format:</b> Excel template <b>Who:</b> McKinsey team works with an HR analyst to support the data transfer	<b>~7-8 hours</b>
<b>Part 2 D&amp;I practices and programs:</b> Your organizational policies and programs data	<b>Format:</b> Online survey <b>Who:</b> An HR or D&I leader with knowledge of your policy and program offerings	<b>&lt;1 hour</b>

More information on a potential Part 3 (Employee Experience Survey) to be provided as the Covid-19 situation evolves

1. Average time required; actual time may vary depending on the complexity and availability of data



# Participation criteria

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## Size

**Recommended for  $\geq 1000$  employees** due to our data calculation methodology

## Geography

**US/Canada** (employee requirement applies to that geography)

Exceptions made on a case by case basis – please reach out to [workplacesurvey@mckinsey.com](mailto:workplacesurvey@mckinsey.com) to validate eligibility



# Your data is kept confidential

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## Participation is strictly confidential

**Your participation** is kept strictly confidential, unless and only to the extent that your organization opts in to include the organization logo on the report website.

**Your data** will always be treated as confidential, and is only viewed by McKinsey personnel (does not include LinkedIn – only aggregate data from all participants is shared with LinkedIn).

**Aggregate data** from all participating companies is used to write the Women in the Workplace report. Individual organizations are not identified in the report except on the website as described above.

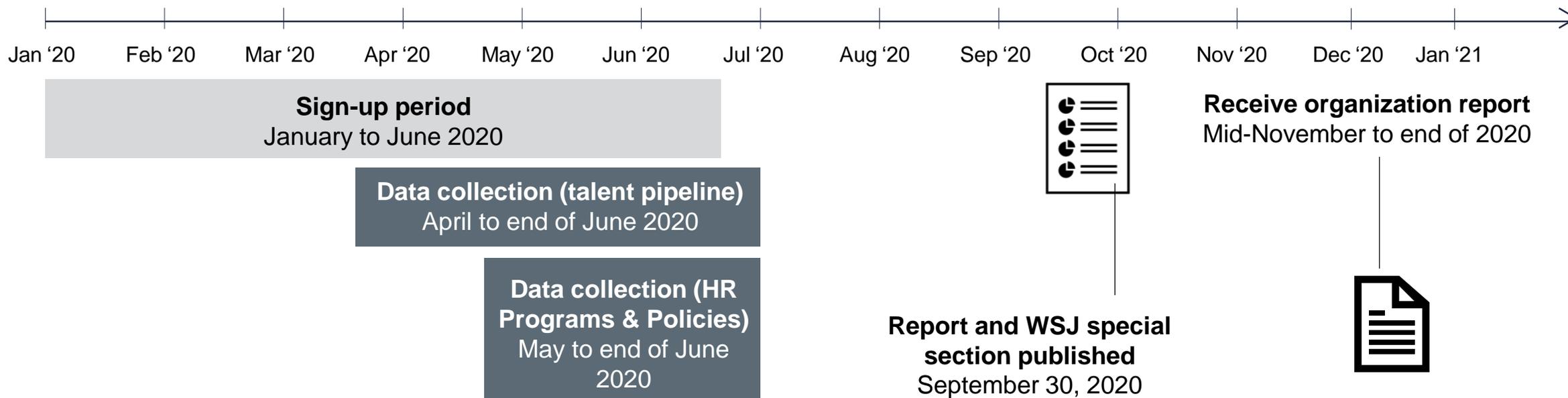
**Organization-specific results** will be sent to your organization, at your option, after the full report is published, and will not be shared with anyone else.

**Our commitment to privacy** including contractual terms required to comply with applicable privacy laws, such as the European General Data Privacy Regulation (GDPR).



# Next steps & timeline

Email [workplacesurvey@mckinsey.com](mailto:workplacesurvey@mckinsey.com) to confirm your participation in the Women in the Workplace study



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**JOIN US**

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