



Executive Discussion:
Is 50/50 only possible at the
expense of men?

Why 50/50?

During COVID-19, The Dream Collective surveyed +2,000 white-collar Australians to uncover which organisations were better positioned to adapt well in a rapidly-changing environment amidst the COVID-19 pandemic. The results were conclusive:

The companies best able to adapt, innovate & have a more engaged workforce were those with gender-balanced leadership teams.

To further explore this finding, we hosted an Executive Discussion, *'Is 50/50 only possible at the expense of men?'*, to unpack some of the biggest barriers executives face in their attempts to drive gender-balance.

In the following few pages, you'll find key insights from the conversation that took place on August 27th 2020. You can also view the full recording and the download full report via the links on the final page.

We'd love to hear from you! What are the biggest barriers you've faced in driving diversity initiatives internally? We're always looking to connect with leaders in the DEI space and you can reach us at [info\[at\]thedreamcollective.com.au](mailto:info@thedreamcollective.com.au)

Till then,
The Dream Collective Team

With thanks to speakers:



**John Ball, Managing Director,
Customer Solutions AU/NZ, Google**



**Opher Yom-Tov,
Chief Design Officer, ANZ Banking Group**



And moderator, **Sarah Liu,
Managing Director of The Dream Collective**

How can the effectiveness of D&I initiatives be enhanced?



- **Make D&I a top priority:** create an ongoing narrative of achieving goals such as gender equality and include them on the agenda all the time, not a once a year as a token effort. The behaviours need to be institutionalised into the organisation and embedded in the company culture in order for efforts to succeed.
- **Have advocates driving initiatives from the top:** someone or members of the senior leadership team need to be ambassadors for driving change and carry this responsibility, bringing the D&I lens to all conversations.
- **Cultivate a shared passion amongst teams and individuals:** bring individuals along on the journey and ensure they have a shared sense of what the business is trying to achieve, the challenges and opportunities, so that they are more receptive to D&I initiatives and take individual responsibility for driving change.

53% of attendees said the greatest barrier to achieving 50/50 was female leadership pipeline. How can we address this?



- **Build the pipeline all the time, not just when the role becomes available:** focus on filling the pipeline year-round with high-calibre female talent, including communicating this externally and showing that it's a priority, to make it easier when it comes to hiring.
- **Emphasise potential over experience:** consider hiring someone who doesn't tick all the boxes, but displays the potential and attributes to succeed in the role to help overcome the barrier of reduced experience that women face due to taking time off for caring responsibilities.
- **Investing in people transformation should be a top priority:** once women have been brought into the pipeline, businesses need to provide meaningful development and advancement opportunities. This provides women with the opportunity to progress to senior leadership and contributes to achieving 50/50 at the top.

How can men be effective allies to women in the workplace?



- **Be a good role model:** lead by example both in your personal and professional life. Begin at home by committing to a fair share of the domestic responsibilities.
- **Generate awareness of the unique challenges women are facing:** women have become effective at masking how much they have to deal with. Male leaders have a responsibility to make this more transparent and help women with this systemic problem.
- **Show that you care:** positive sentiment and support of female advancement from male leaders at the top will flow on throughout the organisation.



WHO WE ARE

The Dream Collective is a diversity & inclusion consultancy, working with organisations to help them attract, retain & advance top talent, with a niche focus on emerging female leaders.

With operations in Australia, a, Singapore & China, we have helped advance the careers of thousands of emerging female talents and established an elite network of business leaders, mentors & emerging female talent globally.

OUR CORE SERVICES

1. DIVERSITY & INCLUSION CONSULTATION & STRATEGY

We'll work with you to identify the areas of opportunity then provide support & roadmap to deliver against your D&I objectives.

2. LEADERSHIP TRAINING PROGRAMS & INTERNAL CUSTOMISED TRAINING

Join us for our flagship 2-day Emerging Leaders Program or have us run internal training. Popular session include: Unconscious Bias; Courageous Conversations; Inclusive Leadership; Resilience & Growth Mindset.

3. EMPLOYER BRANDING & PARTNERSHIPS

Attracting, engaging and retaining the best talent hinges on your unique brand voice. Our integrated approach will help to identify your unique brand voice & create a compelling employer brand.

Our Impact

- Empowered +5,000 emerging female leaders
- Established an online network of +12,000
- Provided +2,000 hours of leadership development & strategic advisory
- Established an elite network of +700 business leaders globally



Client
Portfolio



Thank you.

sydney | melbourne | tokyo | singapore | shanghai

Download the full research 'The Imperative of 50/50' [here](#).

Watch the recording [here](#).

Find out how we're helping businesses get to 50/50 [here](#).

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