

JOIN THE

2019 Women in the Workplace Study



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, 462 companies employing almost 20 million people participated—making it, to our knowledge, the most comprehensive annual review of its kind.

The idea behind the study is to give you data about your talent pipeline, HR practices, and employees' attitudes about career advancement, work-life issues, 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.

Understand how your company is doing and track your progress over time

Companies 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.



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“There is a trove of valuable insights that can help us with our inclusion goals and deliver sustained high performance across our business.”

UTILITY COMPANY

“The results are extremely insightful and we are currently working on an action plan to develop initiatives.”

SOFTWARE 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

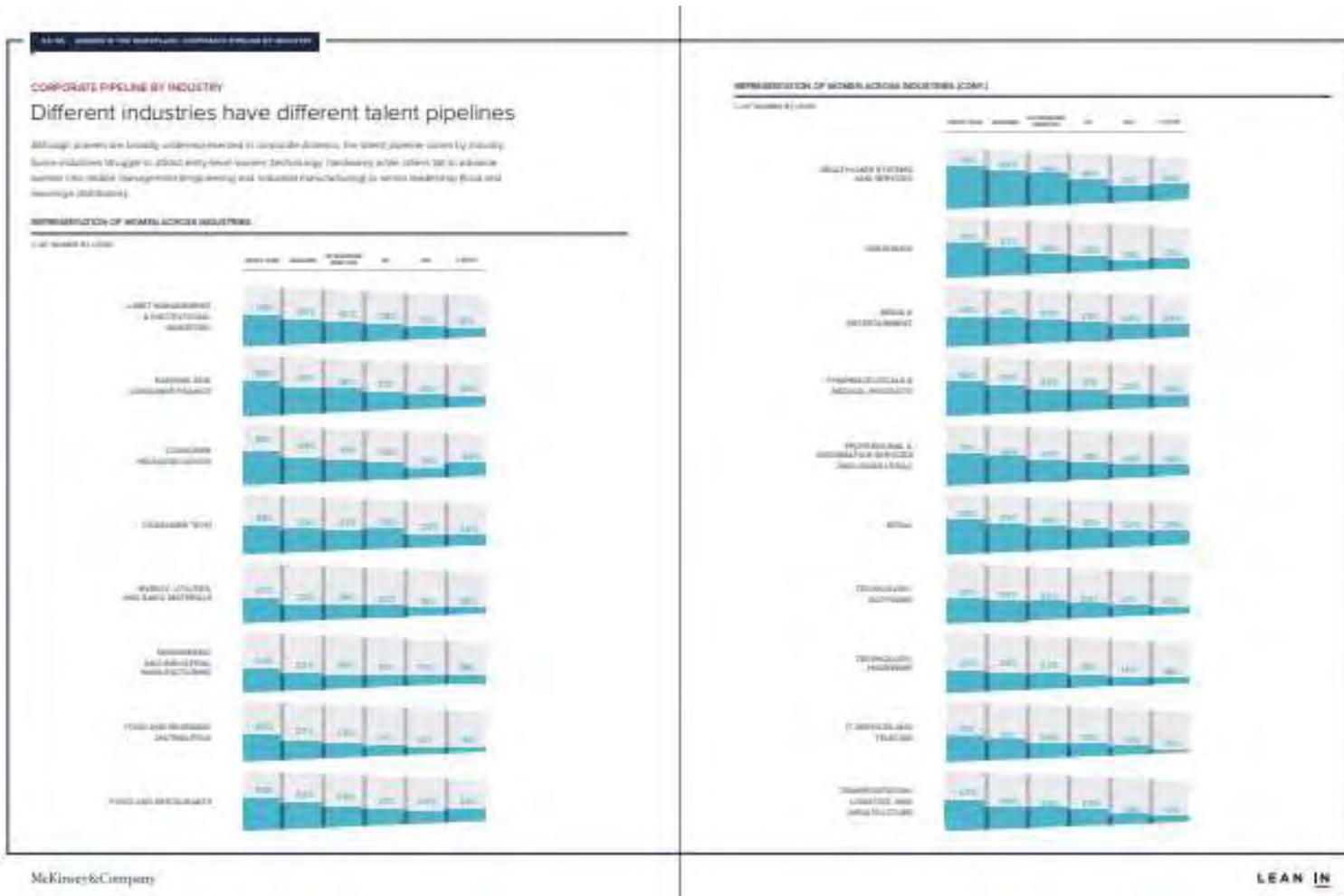
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You will be in good company

279 companies participated in 2018 – including Facebook, JPMorgan Chase, MetLife, Visa, Procter & Gamble, Walmart, Coca Cola, McDonald’s, Starbucks, and Pfizer – and initial interest for 2019 is at an all-time high.

PARTICIPATING COMPANIES

Visit womenintheworkplace.com to see some of the participating companies



Receive a customized report

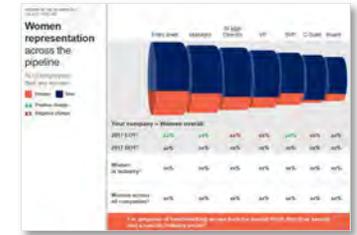
YOUR 2019 COMPANY REPORT WILL INCLUDE:

QUESTIONS THIS HELPS YOUR COMPANY 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

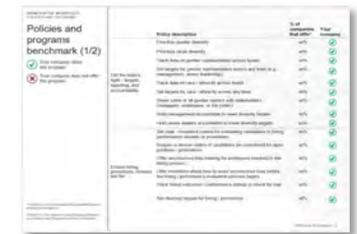
- What does women’s representation look like for my company?
- Where in the pipeline are the greatest challenges for my company to address?



HR practices and programs

Your HR practices and policy offerings benchmarked across all participating companies

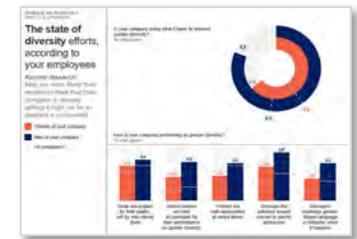
- What policies and programs are the majority of other companies offering?
- What are some of the best practices from top performing companies?



The Employee Experience Survey (EES)

Summary of the results of your employee experience survey relative to responses from all other participants (optional, but highly recommended)

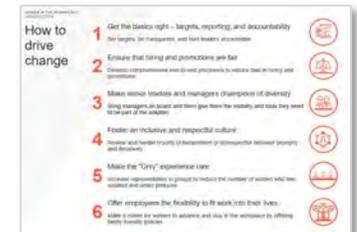
- What are the experiences for employees in regard to diversity, inclusion, work-life balance, support, and other important areas?
- Where do the biggest disparities between men and women lie?



Solutions

Recommendations and best practices to take steps to move forward

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

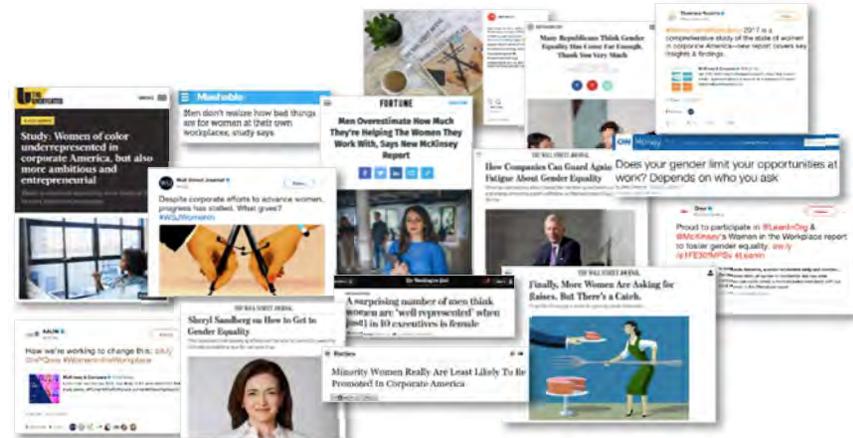


Be recognized as a leader

YOUR PARTICIPATION ALSO INCLUDES:

- **Recognition on the report website** as a participating company committed to gender diversity (optional)
- **Invitation for a senior leader from your company 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)
- **Potential to be profiled** in the the report as a case study or the *Wall Street Journal's* special section on gender in the workplace

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



What you provide

PART	OVERVIEW	DATA SUBMISSION DETAILS	TIME
1	Talent pipeline: Your company's talent pipeline data	<p>Format: Excel template</p> <p>Who: McKinsey team works with an HR analyst to support the data transfer</p> <p>*Beyond U.S. data (required), you can submit regional or global data. Regions include: US/Canada, LatAm, Europe, Africa/Middle East, APAC</p>	~6-7 hours ¹
2	HR practices and programs: Your corporate policies and programs data	<p>Format: Online survey</p> <p>Who: An HR leader with knowledge of your policy and program offerings</p>	~2-3 hours
3	The Employee Experience Survey (EES): Your employees' attitudes and experiences regarding career advancement, diversity and work-life issues; participating companies reported that this provided the richest insights (it is optional but highly recommended)	<p>Format: Online survey link that you can share directly with employees, administered over a two week period.</p> <p>Who: Employees (can send to all or a representative subset with a minimum of 400 completes required)</p>	~20 minutes/employee

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

Participation criteria

- **Size:** Recommended for ≥ 1000 employees due to our data calculation methodology
- **Employee Experience Survey:** If you choose to participate in EES, a minimum of 400 employee responses are required
- **Geography*:** Focus on US/Canada (employee requirement applies to that geography)
- Exceptions made on a case by case basis – please reach out to workplacesurvey@mckinsey.com to validate eligibility

*Several other markets will be added to the scope of the study in the next few months. If you wish to participate for markets outside of the US and Canada, please let the team know and we will include you in future outreach.

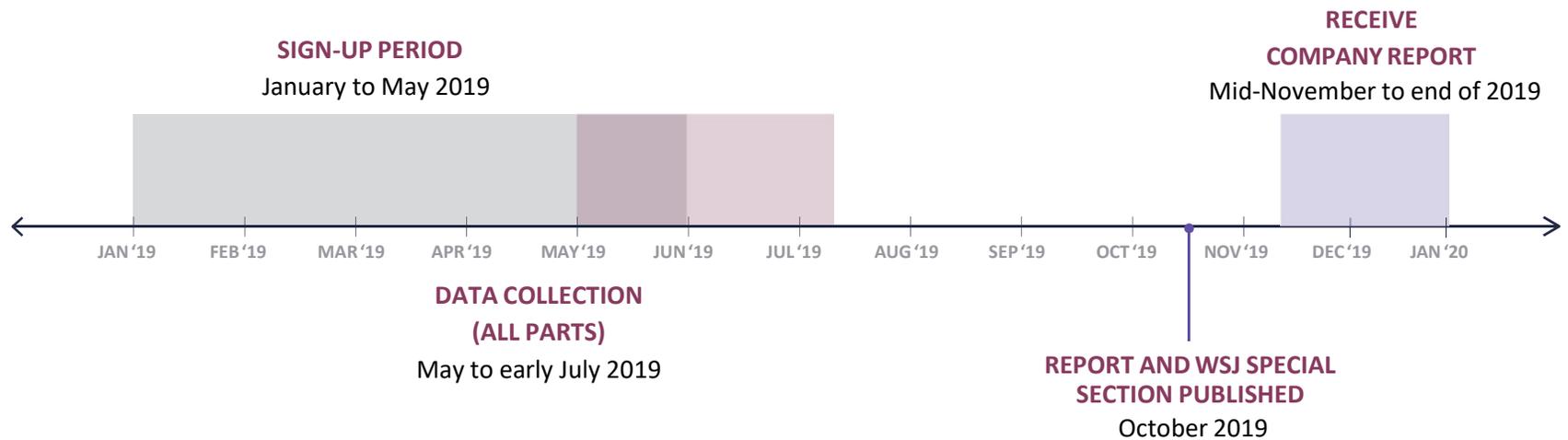
Your data is kept confidential

PARTICIPATION IS STRICTLY CONFIDENTIAL:

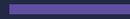
- **Your participation** is kept strictly confidential, unless and only to the extent that your company opts in to include the company logo on the report website.
- **Your data** will always be treated as confidential, and is only viewed by McKinsey personnel (does not include LinkedIn – only aggregate 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 companies are not identified in the report except on the website as described above.
- **Company specific results** will be sent to your company, at your option, after the full report is published, and will not be shared with anyone else.
- **Employee experience survey data** will be treated as confidential to protect employees who fill out the survey, and only aggregate results (and never individual level survey results) will be shared back to the participant company as part of the company specific results.
- **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 to confirm your participation in the *Women in the Workplace* study.



JOIN US



workplacesurvey@mckinsey.com