GENDER PAY GAP REPORTING
THE COMMUNICATIONS CHALLENGE
BEFORE REPORTING BEGAN
GENDER PAY GAP
CORPORATE RISK RESEARCH

4 in 10 women would consider leaving their company if it reports a problematic gender pay gap.

3/4 believe organisations will likely lose staff over gender pay gap issues.

1/3 think the gender pay gap is potentially more toxic than corporate tax avoidance.

76% want organisations ‘named and shamed’ for their gender pay gap.

84% of professionals believe a bad gender pay gap will be damaging for organisations.

GOLIN
WHAT HAPPENED
GENDER PAY GAP
IS THE BIGGEST BUSINESS STORY OF 2018

29K
ASDA/ SAINSBURYS

189K
WPP

202K
CAMBRIDGE ANALYTICA

224K
CARILLION

239K
GENDER PAY GAP

VOL OF COVERAGE SINCE 01 JAN 2018 TO 21 MAY 2018
GENDER PAY GAP
RIVALS THE ROYAL WEDDING AS ONE OF THE BIGGEST STORIES OF 2018

81K
ROYAL PRINCE

202K
CAMBRIDGE ANALYTICA

239K
GENDER PAY GAP

317K
#METOO

559K
ROYAL WEDDING

VOL OF COVERAGE SINCE 01 JAN 2018 TO 21 MAY 2018
THE LOSERS LOST BIG

Vol. of Negative GPG Coverage Jan - May 2018

- BBC
- Ryanair
- Channel 4
- Channel 5
- EasyJet
- Premier League
- HSBC
- Millwall F.C.
- Goldman Sachs
- Barclays
- Netflix
- BrewDog
- Tesco
- Uber
- Deloitte

Total neg mentions
BUSINESSES ARE USING THE SAME NARRATIVE INGREDIENTS

**Occupational segregation**

“We have greater numbers of women in more junior roles that have lower salaries, but fewer women than men in senior management roles with higher salaries, as well as more women working part-time.”  
The co-operative bank

**Not gender discrimination**

“We’re confident that TSB’s gender pay gap is not a pay issue; we know this because our approach to pay is gender neutral by design and our analysis shows that our pay gap is driven by the structure of our workforce.”

**Industry segregation**

“Like many banks, our gender profile means that we have a pay gap which reflects the number of men in senior roles compared to the number of women.”  
CYBG

**Career interruptions**

“We want to find these women and show them that TSB isn’t like other banks. So we’re launching a recruitment campaign targeted at women who have left financial services or have taken a career break and are looking to return back to work.”
BUT SOME ARE MAKING BIG PROMISES

CYGB
“We’ve introduced a target of 40% females in senior management roles by 2020 and are now formally linking senior executives reward to the delivery of our inclusion targets.”

Virgin Money
“Our aim is to achieve a 50:50 gender balance by 2020 (within a 10% tolerance) throughout the business. We are confident that as we progress towards a 50:50 balance, our gender pay gap will reduce.”

TSB
“We’ve made a commitment to have between 45-55% of our senior roles held by women – making us one of the most ambitious organisations on gender balance in financial services.”
WHAT’S HAPPENING NOW
CLEVER REPORTING IS BEING UNCOVERED

*Allen & Overy/Freshfields partner figures are FT estimates using LLP companies house filings and assume an average gender pay gap between partners.
Sources: Companies House, The Lawyer, FT research
© FT
SOME ARE WEARING SACKCLOTH AND ASHES

JWT

“In the World Cup of sucking at pay gap numbers, we made the final. And when these numbers came out you can imagine the climate in our agency. We all got in a room and said, ‘We can either get pissed off at each other and grow apart, or we can get pissed off at the reality and grow together’.”

“The good news is the gender pay gap has been “a rocket in the arse” to accelerate the diversification of our staff base and lose our ‘boys club’ reputation.”
BEST PRACTICE FOR COMMUNICATING YOUR GPG
WHAT TO DO NEXT

LISTEN
Listen keenly and ask your people for help and ideas

LEAD
Encourage your leaders to go above and beyond what's expected

REPORT
Report regularly and report on the progress you are making
THANK YOU

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