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Happy International Women's Day!

We celebrate International Women's Day in honor of the strong, brilliant, women who have positively influenced our world. The contributions of women are often overlooked or overshadowed by their male counterparts, which leads to a culture that neglects and takes advantage of a woman's hard work in professional spaces. While we have made some progress in making room for more women in various industries, the disparities between women and men are still apparent.

They are particularly eye opening when we consider both gender and racial disparities. **Black and Hispanic women are only paid approximately 61% and 53% of a white man's earnings, respectively.** The emergence of COVID-19 has also exacerbated gender disparities within industry, with women being disproportionately laid off. Although Black History Month has ended, we must continue to recognize the oppression that women – especially women of color – face as members of the workforce.

What many people fail to recognize is that gender equality in the workplace is not only the right thing to do ethically, but financially as well. **Companies with a higher percentage of female leaders tend to have greater employee satisfaction levels, increased efficiency, and less employee burnout.**

In order to improve the treatment of women in work environments, we must first reflect on the implicit and explicit biases that exist in our daily lives. Everyone possesses inherent gender bias, including women. Not only should we be influencing change when we see bias in others, we should also challenge ourselves to understand and manage our own. In order to shrink the projected 100+ years it will take to reach gender parity, each of us must not simply understand what bias is, but actively demonstrate the courage and ability to take actions that fight against it.

I hope you [#ChooseToChallenge](#) the biases that women face in honor of Women's Day. As you reflect on the effects of bias in the workplace, ask yourself this question: How will you choose to challenge the biases of others, and how will you challenge the biases within yourself?

Bias Busting Action Tool



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