

# Building a More Balanced World 2019

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The cold, hard business case for gender balance shouldn't need to be written in 2019. The evidence has long been overwhelming that more diverse workforces (and more inclusive workplaces) drive value. In a recent McKinsey UK study a 10% increase in gender diversity correlated with a 3.5% increase in EBIT. But the bulletproof case is simple fairness. Do I want a society where I'm paid for all my work but my wife is working for zero pay throughout November and December\*?

Last year the Danish finance union Finansforbundet\*\* made a fantastic film where children were given a task and paid (in Haribo) according to their gender. The looks of confusion, anger and empathy on the children's faces make the case simply and powerfully. Addressing the balance completely won't happen overnight which is all the more reason to work harder and faster. The prize is better performance and better business but much more importantly a society I want to live in.

\*<https://www.fawcettsociety.org.uk/equal-pay-day>

\*\*<https://vimeo.com/259301604>