

Gender-balanced teams produce better business performance

A gender-balanced team has a mixture of...

Technical expertise / people skills
Traditional / modern approaches
Process / creative thinking
Scheduled / spontaneous actions
Different personality types and ways of viewing the world

Why having a balanced team is important

- Different perspectives breed new ideas, which are critical in the fast-paced digital age
- A breadth of skills, knowledge, experience allows your team to be flexible, effective and to quickly adapt to change
- Better customer rapport – a diverse staff allows for better understanding and communication with your diverse customer base
- Enhanced brand – a company that takes pride in its diversity agenda is one that will appear modern and relevant to a new generation of customer and employee

Top Tips

- Get senior management buy-in to secure the appropriate financial support; demonstrate the benefits with a trial/pilot – start small
- Spend time on getting a full understanding of the alignment between your business objectives and your team profile – where the gaps are and how to address them
- Push team members outside of their comfort zone– organise short secondments to other areas of the business, suggest volunteering or mentoring
- Establish a women's network that ensures support for individuals; identify female role models and engage with them as part of the network
- Ensure the team understand the need for a balanced team

CITF Member Experience: SThree

What worked well?

Workshops to discuss why women were leaving the business and why they weren't in management positions

Interested in learning more? Please join us at our **Digital, Gender Balance & You** conference on 21 September