

# The Gender Parity Collaborative

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## Communication Toolkit for Members



*June 2020*

# Gender Parity Collaborative

POWERED BY THE HBA

## Table of Contents

- Introduction ..... 3
- About this Toolkit ..... 3
- Toolkit Audiences ..... 4
- What is the Gender Parity Collaborative? ..... 5
  - Definition ..... 5
  - Framework ..... 5
- Communication Tools for Member Organizations ..... 6
  - Materials for Targeted Audiences ..... 6
  - Sample Social Media Messages ..... 8
- Website and Social Media Channels ..... 9
- F.A.Qs ..... 10
  - How is the HBA defining gender parity? ..... 10
  - What is expected of member companies? ..... 10
  - How is the HBA Collaborative different from the current HBA offerings? ..... 10
  - How is this HBA Collaborative different from the other programs and groups? ..... 11
  - Is it global data or country specific? ..... 11
  - Who can join the Collaborative? ..... 11
  - Do companies need to be HBA Corporate Partners to join? ..... 11
  - Can individuals join the Gender Parity Collaborative? ..... 11
  - Who can I contact to discuss or get more information about the Gender Parity Collaborative? ..... 11

## **Introduction**

During the past few decades, gender parity has been of increasing priority for most companies around the world. Additionally, research shows that greater gender balance drives better business results. For the past 40 plus years, the HBA has been relentlessly working alongside prominent organizations to further the impact of women in the healthcare industry. Our sector has made great strides towards a more gender diverse workplace, but the pace of change is still too slow. We can do much better. Faster.

The Gender Parity Collaborative (a.k.a., the “Collaborative”) brings together senior leaders from various organizations to discuss the necessary environmental and systemic changes needed to accelerate the pace of change.

## **About this Toolkit**

The HBA has developed this communications toolkit for the members of the Gender Parity Collaborative interested in announcing their company’s participation in the Collaborative and news about the work of this game-changing initiative. The HBA hopes to amplify the Collaborative voice to influence the industry to join the movement and to collectively transform our industry.

Please use this toolkit, the accompanying messages and communication products to bring awareness and educate the target audiences listed below about the importance of this initiative. This toolkit will be updated regularly and shared with our Collaborative member organizations.

## Toolkit Audiences

This Toolkit was created to help the groups listed below share and educate target audiences about the Gender Parity Collaborative, its mission and its impact on our industry. Although each audience will have its own perspectives, members can help deliver and amplify messages related to the initiative with a clear and consistent voice.

Suggested Gender Parity Collaborative champions include, but are not limited to:

- *Executive Champions* within a Collaborative member organization
- *Liaisons* within a Collaborative member organization
- Internal Women Networks in a Collaborative member organization
- HBA volunteer community in a Collaborative member organization

The messages and collateral in this toolkit are intended to be used by audiences listed above to reach the following audiences:

- Employees at all levels of the member organization
- Secondary audiences: industry partners and vendors of Collaborative members

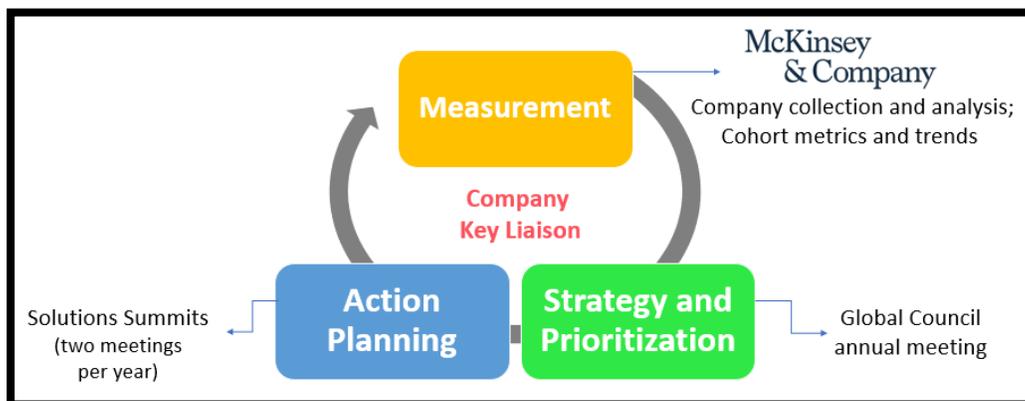
## What is the Gender Parity Collaborative?

### Definition

The Gender Parity Collaborative (“the Collaborative”) is a unique consortium of healthcare and life sciences companies. Together, they are dedicated to accelerating gender parity by addressing systemic and environmental issues hampering gender parity progress in our industry. They commit to take an active role in defining strategies, measuring performance, creating change and inspiring others.

### Framework

The Collaborative revolves around three key building blocks, which are interdependent: annual industry benchmarking, one meeting to create the strategy (“Global Council”), and two meetings to discuss solutions (“Solutions Summit”). Personal invitations to these components are included in your membership.



1. **Industry benchmarking:** a (spring) annual collection and analysis of your company’s HR and gender-specific data and employee perceptions. This data allows for industry and company performance tracking. Your data is collected through McKinsey & Company, our collaborator on this initiative; McKinsey publishes aggregate data in their annual *Women in the Workplace* study.
2. **Global Council meeting:** a closed-door meeting (winter) where leaders define strategic priorities to transform the industry, achieve gender parity faster, and ultimately accelerate better business results.
3. **Solutions Summit meeting:** two exclusive meetings (one in spring, another in fall) where proven solutions are presented, discussed, and evaluated for company-specific decision making.

# Communication Tools for Member Organizations

## Materials for Targeted Audiences

- Sample Email/Letter for Organizations employees, partners, vendors (see your welcome email for the Word version of this letter)

**Gender Parity Collaborative** powered by the **HBA** Healthcare Businesswomen's Association

[ date ]

We are proud to announce that [company name] has recently signed on as a member of the Gender Parity Collaborative, a game-changing initiative powered by the Healthcare Businesswomen's Association (HBA):



In joining this first-ever industry partnership, we will be working together with 15+ other global leading companies equally committed to advancing the influence and impact of women in our industry. Our participation also serves to demonstrate to you, our employees, and our stakeholders our steadfast commitment to advancing gender parity in our workforce.

In its Global Gender Gap Report, the World Economic Forum estimates it will take 100 years to achieve global parity in the workplace – this is even longer than the 83 years estimated in the 2016 report.

For several years now, leaders globally have been debating how to accelerate gender parity in our industry. Billions of dollars are spent every year on gender parity and/or diversity and inclusion initiatives. Progress is being made, but the rate and pace of impact and sustainable change could be better. We, along with the other Collaborative members agree: More needs to be done faster and we are committed to make that happen.

Through this initiative, we are committing to take an active role in changing the trajectory of progress. We will be defining strategies, measuring performance, driving systemic changes, and inspiring others. We are proud and excited to be involved at the forefront of this industrywide consortium.

Information on the Collaborative may be found at [Genderparity.hbanet.org](http://Genderparity.hbanet.org) – questions or comments can be sent to [GenderParity@HBAnet.org](mailto:GenderParity@HBAnet.org).

*"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."*  
– John Quincy Adams

Sincerely,  
[ Chosen entity or person from the company ]

**GOAL** Accelerate our community's transformation towards gender parity—in order to achieve better business results. @HBAnet  
HBAnet.org

➤ **Collaborative Member Badge**

Can be used in an email signature or on a company website



Proud Member of the  
Gender Parity Collaborative

➤ **Gender Parity Collaborative Wordmark**

Can be used in communications, on a company website, or social media posts

**Gender Parity  
Collaborative**

POWERED BY THE **HBA**

## Sample Social Media Messages

Please share the following Gender Parity Collaborative social media messages, and also share relevant posts from the HBA's LinkedIn, Facebook page, or the Twitter handle [@hbanet](#). Remember to use **#4genparity** in all your posts.

### ➤ Sample LinkedIn, Facebook and Twitter posts

For optimal impact please attach the Collaborative badge or wordmark to your post



[Company] is proud to announce our partnership in the @Gender Parity Collaborative, powered by the HBA. With other prominent healthcare companies, we are committed to advancing women in our workforce and driving future progress as a united force for change. #4genparity @Healthcare Businesswomen's Association



[Company] is proud to announce our partnership in the Gender Parity Collaborative, powered by the HBA. With other prominent healthcare companies, we are committed to advancing women in our workforce and driving future progress as a united force for change. #4genparity @HBA – Healthcare Businesswomen's Association



[Company] is proud to announce our partnership in the Gender Parity Collaborative. We are committed to advancing women in our workforce and driving future progress as a united force for change. #4genparity @HBAnet



## Website and Social Media Channels

- **Gender Parity Collaborative website**  
<https://genderparity.hbanet.org>
- **Gender Parity Collaborative LinkedIn**  
<https://www.linkedin.com/company/gender-parity-collaborative/>
- **Healthcare Businesswomen's Association**
  - Website: <https://HBA.net.org>
  - LinkedIn: <https://www.linkedin.com/company/healthcare-businesswomen-s-association/>
  - Facebook: <https://www.facebook.com/HBA.net/>
  - Twitter: <https://twitter.com/HBA.net>
  - Instagram: <https://www.instagram.com/hbaimpact/>
  - YouTube: <https://www.youtube.com/user/HBA.net>

## F.A.Qs

### How is the HBA defining gender parity?

The HBA does not have a formal numerical definition of gender parity as yet. We are saying gender parity is “a balanced representation of men and women” at all levels of leadership. The Collaborative may create their definition within their strategic priorities.

### What is expected of member companies?

1. **Executive engagement:** C-suite participation at the Global Council meeting
  - This meeting takes place once per year and is one to two days in duration
  - Send up to two people from your company
    - D&I/talent management AND business leaders must be represented
    - Women and men are both encouraged to attend
2. **Data sharing:** Provide company’s HR/gender related information for benchmarking and tracking; data collected by McKinsey & Company and published in their renowned *Women in the Workplace* study.
3. **Action:** Active participation in sharing, selecting, and implementing solutions
  - Companies are expected to send senior leaders to review, debate, and select ideal solutions for their companies for the problem/opportunity at hand, and implement the actions agreed.
4. **Communication:** Publicize participation, awards and commitment
  - Allow the HBA to publicize their participation/membership in the Collaborative
  - Agree to promote their participation internally and externally

### How is the HBA Collaborative different from the current HBA offerings?

For over 40 years, the HBA has been centered around supporting the advancement of women. With recent data demonstrating slow progress toward gender parity, the HBA recognized that this talent-centric approach alone was not enough. Through the creation of the Gender Parity Collaborative, the HBA acknowledged and tackled the other side of the equation: the systemic and environmental issues.

HBA’s legacy offerings provide solutions for the talent pipeline, while the Collaborative offers solutions to transform the environment we operate in at the company and industry level.

## How is this HBA Collaborative different from the other programs and groups?

The HBA's Gender Parity Collaborative is more than a promise or a declaration. We are creating a distinct, results-oriented operating culture with accountability for results such as:

1. The initiative is data-based: McKinsey & Company is a global management consulting firm, and leader in gender parity research through the renowned *Women in the Workplace* (a.k.a. WIW) study; McKinsey & Company is our trusted collaborator for industry benchmarking
2. Our members are expected to actively participate in the discussion, debate, and prioritization of actions to drive change. This is a forum of industry-relevant knowledge sharing and proven solutions.
3. Our members are accountable: for measurable progress and for actions in their company and across the industry.

## Is it global data or country specific?

The main focus of the 2019 *Women in the Workplace* study is from U.S. and Canada companies. The Collaborative is discussing piloting pipeline data in Europe with further expansion in the years to come.

## Who can join the Collaborative?

Any healthcare and life sciences company committed to advancing gender parity, regardless of their affiliation with the HBA. Companies do not need to be an HBA corporate partner or sponsor to join the Collaborative. Please contact our team at [GenderParity@HBAnet.org](mailto:GenderParity@HBAnet.org) to join.

## Do companies need to be HBA Corporate Partners to join?

No, the Collaborative is open to any healthcare and/or life sciences company regardless of their current relationship with the HBA.

## Can individuals join the Gender Parity Collaborative?

Not currently, but in future years we hope to offer programs more specific to individuals. For more information about individual HBA membership please contact [membership@HBAnet.org](mailto:membership@HBAnet.org).

## Who can I contact to discuss or get more information about the Gender Parity Collaborative?

Please contact us at [genderparity@HBAnet.org](mailto:genderparity@HBAnet.org)

Or visit us at: <https://genderparity.hbanet.org>