

# Gender Parity Collaborative

POWERED BY THE HBA

## COLLABORATIVE MEMBER COMPANY COMMITMENT & LEADER SELECTION

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## COMPANY COMMITMENT AND EXPECTATIONS

### 1 Executive engagement:

Each member organization commits to executive participation at Collaborative meetings:

C-suite participation at the Global Council meeting

- This meeting takes place once per year (Nov./Dec.) and is one to two days in duration
- Send up to three people from your company depending on your membership level
  - D&I/talent management AND business leaders must be represented
  - Women and men are both encouraged to attend

SVP/VP participation at the Solutions Summits

- These meetings take place twice per year – typically in the spring and in the fall – and are one to two days in duration
- Send up to three people from your company depending on your membership level
  - D&I/talent management AND business leaders must be represented
  - Women and men are both encouraged to attend

2 **Data sharing:** Each Collaborative member organization commits to participating in the annual McKinsey & Company *Women in the Workplace* study and provide company's HR/gender-related information for benchmarking and tracking. Data is collected by McKinsey & Company and published in aggregate form in their renowned *Women in the Workplace* report.

3 **Action:** Active participation in sharing, selecting, and implementing solutions is required from member organizations and their leaders participating.

- Companies are expected to send senior leaders to review, debate, and select ideal solutions for your companies for the problem/opportunity at hand, and implement the actions agreed.

4 **Communication:** Member organizations commit to publicizing participation, awards, and commitment to the Collaborative.

- Allow the HBA to publicize your participation/membership in the Collaborative
- Agree to promote your participation internally and externally

## LEADERS FROM YOUR ORGANIZATION



### Executive Champions

#### Who

In order to change the systemic and environmental issues hampering gender parity, Collaborative participants must be senior executives who drive the strategy and policies directly affecting their organizations and employees.

**Your company may send up to three (3) executives to each Collaborative meeting:**

- ❖ **Global Council strategic meeting** (once per year)  
Mix of at least 1 C-suite executive together with SVPs/VPs
- ❖ **Solutions Summits** (twice per year)  
Mix of SVP/VP with influential and decision-making power

The recommended participation for each organization:

- Your participants should represent both business and HR/D&I functions.
- Your participants should be both women and men.

#### When

High-level time commitment for executives:

- Global Council meeting: 1-2 days in-person meeting, typically held in early December
- Spring Solutions Summit: 1-2 days in-person meeting, typically held in April
- Fall Solutions Summit: 1-2-days in-person meeting, typically held in September

#### Participation strategy

The same leaders may attend several Collaborative events, or leaders may vary by meeting. If you choose to send different leaders, ensuring continuity internally is key to generate impact and accelerate gender parity.

*Outside COVID-19 pandemic:* meetings are generously hosted at a Collaborative company's office. If you are interested in hosting a Collaborative event at your office, please let us know.

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## Collaborative Liaison

*This is a highly visible role within the organization.*

### Overview of role:

To maximize impact and ensure strong continuity between events and commitment, a Collaborative liaison needs to be appointed. The liaison is the day-to-day contact between your company and the Collaborative.

### Recommended profile:

- Director or VP level
- The liaison is an influencer and leader within the organization
- Has the ability to pull the right leaders/influencers to the right forums
- Understand the business imperative of gender parity and diversity

### Expectations of the liaison:

- Have the knowledge and influence within your company to help navigate and optimize the Collaborative effort from within
- Help identify key people within the organization (as needed)
- Attend as many Collaborative events as possible; this ensures the liaison keeps their finger on the pulse of what's happening with the Collaborative
- Ensure smooth communication between your company and the Collaborative staff
- Ensure the pre-work for each event is completed

### Time commitment:

+/- 5 to 10 hours per month

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## Communications Lead

### Overview of role:

The Communications Lead will work together with the Collaborative Liaison, Collaborative strategic partners, and/or the Executive Champions. They will communicate your company's participation and commitment to the Collaborative throughout the organization and externally.

### Recommended profile:

- Director / Senior Director level
- The Communications Lead is typically within the Corporate Communications or Marketing department of your organization
- Ideally the Communications Lead understands the business imperative of gender parity and diversity
- They do not typically attend Collaborative meetings

### Expectations of the liaison:

- Regularly communicate the company's participation in the Collaborative on the company's website, social medial channels, and internally throughout the company
- Maintain the integrity of the Collaborative brand and messaging
- Provide feedback on the Collaborative's communication pieces
- Ensure smooth and efficient communication between your company and the Collaborative staff
- May provide strategic or tactical feedback

### Time commitment:

+/- 5 to 10 hours per month