

Reimagine Gender

REIMAGINING GENDER
ACROSS YOUR COMPANY



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“Today, addressing new perceptions and realities around gender isn’t simply about creating inclusive policies, changing internal information systems, or including pronouns in email signatures. It’s about understanding how gender is approached across the entire company — from market research to customer experience to the products you sell. Organizations that respond to this change may start to recognize the much bigger business opportunity in front of them: a chance to create products and experiences for a growing body of consumers and employees that no longer buy into traditional conceptions of gender and the stereotypical, binary classifications attached to it.”

-Lisa Kenney, *Harvard Business Review*

Perceptions of gender are changing rapidly. This is particularly true among millennials and Generation Z, also known as your current (and future) employees and customers. Consider this:

56%

of Gen Zers know someone who uses a gender neutral pronoun.

(J. Walter Thompson)

12%

of millennials identify as transgender or gender non-conforming.

(Harris Poll)

The majority of millennials now believe that gender exists on a spectrum, not a binary.

(Fusion)

25%

of Gen Zers expect to change their gender identity at least once during their lifetime.

(Irregular Labs)

IS YOUR COMPANY READY?

In this new landscape, companies can lead by going beyond policies and compliance, and embracing an expansive and inclusive approach to gender across all areas of the business. Those who do will reap the benefits, from attracting new talent to unlocking innovation that increases the bottom line.

HOW GENDER APPEARS ACROSS THE BUSINESS

Gender intersects with every area of the company. Explore these questions to see how gender comes into play at your organization, and how you might consider evolving your approach.

PRODUCT DEVELOPMENT



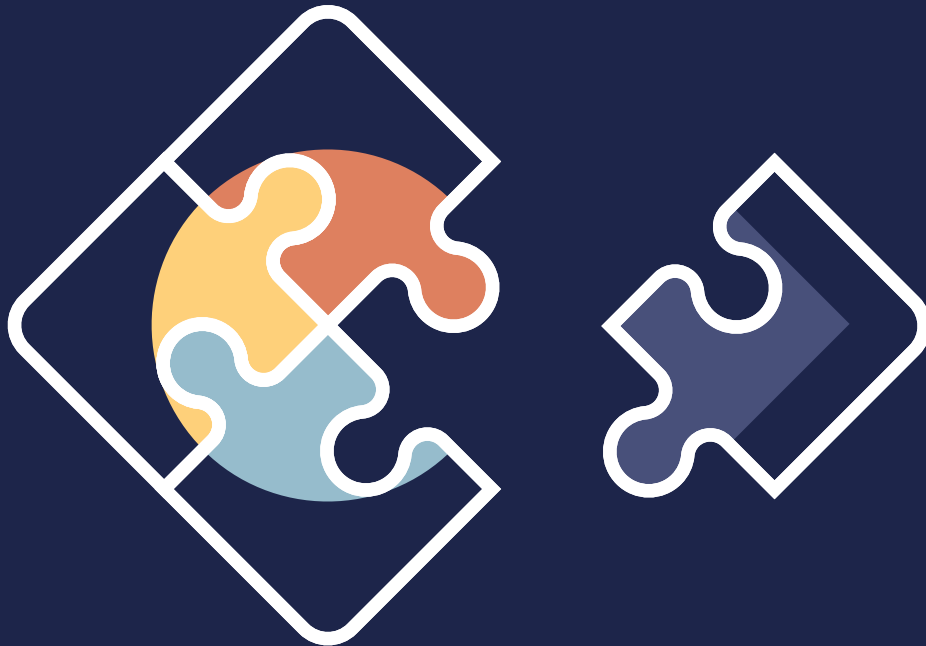
Are you bringing in gender or gendering a product when you don't need to?



Are you missing out on potential sales because you're associating different versions of your product with a specific gender?



Are you making assumptions about what your customers are looking for because of their gender?



Have you wondered why most virtual assistants have female voices and names?

CONSUMER RESEARCH

▲
Are you assuming people's genders when you conduct focus groups or surveys, and basing insights (and product direction) off of this potentially faulty information?

■
Are you only approaching a gender-based segment for insights when there might be a smarter way to define your potential customer group(s)?

●
Do you have an understanding of how your target audience experiences and perceives gender?

▲
When asking for someone to indicate their gender, do you provide terms for sex instead of gender (i.e. male and female rather than man or woman)?



Mattel unveiled a new line of gender neutral dolls because, as a company SVP said, “we heard that kids don’t want their toys dictated by gender norms.”

MARKETING

▲
Are you missing out on market share because of how you gender products or services?

■
Do you start with gender when you think about target audiences for campaigns? Could there be a smarter and more effective way to segment?

●
Do your campaigns reinforce stereotypical gender classifications? Might these be off-putting to customers?



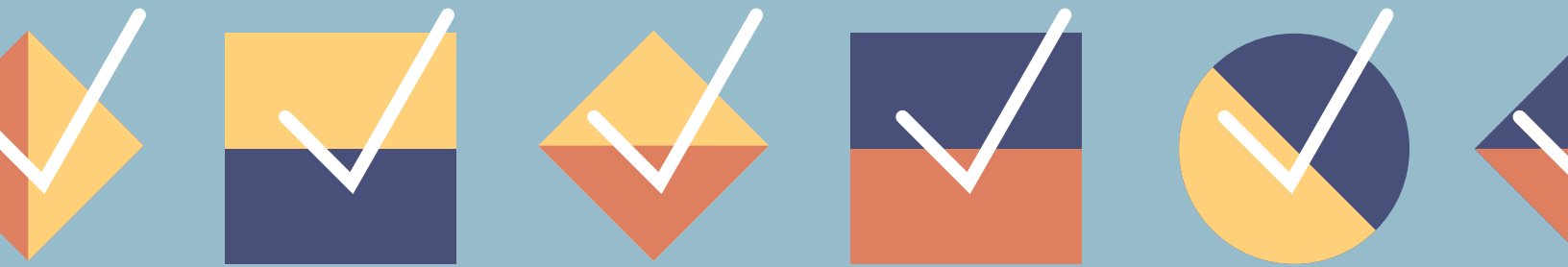
**Did you know that 56% of U.S. men use
at least one facial cosmetic?
Talk about a market opportunity!**

CUSTOMER SERVICE

▲
Do your customer-facing employees assume a person's gender, or do they ask the name and pronouns the customer would like them to use?

■
Do you offer non-binary gender options in online booking forms? How do you train your employees to use this information?

●
Are your teams using "sir" and "ma'am" by default to refer to customers?



59% of Gen Zers believe forms should include options other than "man" and "woman."

(Pew)

CULTURE



Is your team aware of the language of gender? Do they feel comfortable talking about gender with one another?



Do expectations of working parents differ based on their gender?



Are managers trained to support all employees and identify ways in which stereotypical understandings of gender may get in the way of effective team dynamics?



American Express launched an internal “Don’t Miss a Moment” campaign to encourage fathers to use their parental leave benefit.

RECRUITMENT



Do your recruiters assume a person's gender based on their name?



Is there an opportunity for candidates to share their pronouns?



Are you alienating potential candidates looking for gender welcoming workplaces by only providing binary gender options to select from?



Do job postings include language typically associated with one gender, signaling to potential candidates that the position is not a fit for them?



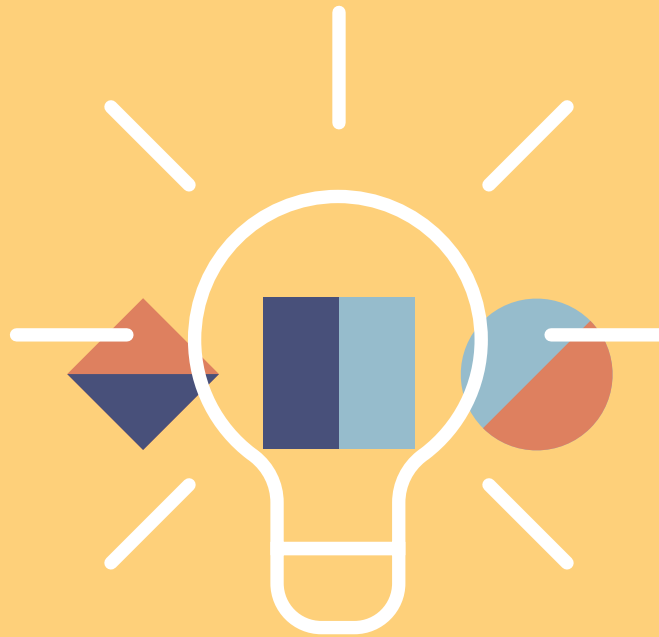
Hiring site ZipRecruiter found that job listings without gendered terms like “support” or “aggressive” get 42% more responses.

HUMAN RESOURCES

▲
Are your policies and practices gender inclusive?

■
What kind of support do you offer employees who want to change their name and pronouns?

●
Are family leave policies equitable, regardless of gender?



Netflix provides a year of parental leave for both birth and non-birth parents.

WE DON'T EXPECT YOU TO HAVE THE ANSWERS.

These are tough questions, and ones that require a broad reimagining of gender across your organization. But ignoring them — and assuming that the current conversation on gender is a passing fad — is a costly and significant mistake. We're here to help you solve these challenges and get the answers you need, so your organization can thrive into the future.

To learn more about working with Reimagine Gender, visit reimaginegender.org or contact info@reimaginegender.org.

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