

Top Tips! Combating the gender pay gap



HASSON ASSOCIATES

The gender pay gap remains a significant issue in the UK.

According to recent data, **women still earn significantly less** than their male counterparts across many sectors. Several factors contribute to this ongoing issue, including **occupational segregation, differences in work experience, and the impact of part-time work and career breaks, often taken by women for caregiving responsibilities.**

To address the gender pay gap, businesses must adopt comprehensive strategies:

Enhanced Pay Transparency:

Companies should not only **report pay gaps** but also **provide clear action plans for addressing disparities**. Regular **audits and public disclosures** can help hold organisations accountable.

Flexible Working Arrangements:

Offering **flexible working hours and remote work options** can help **balance caregiving responsibilities**, enabling **women to maintain their career trajectories**.

Support for Career Development:

Implementing **mentorship and sponsorship programs specifically for women** can help them **advance into higher-paying** roles. Providing **opportunities for skill development and leadership training** is crucial.

Bias Training and Inclusive Culture:

Regular **training on unconscious bias and fostering an inclusive workplace culture** can **mitigate biases in hiring and promotion processes**. Encouraging **diverse leadership teams** can also help break down barriers.

Equal Parental Leave Policies:

Ensuring **that both men and women have access to equitable parental leave** can help **distribute caregiving responsibilities more evenly**, reducing the career impact on women.

Monitoring and Accountability:

Setting clear targets for reducing the gender pay gap and **linking executive compensation to progress on diversity and inclusion goals** can drive accountability at the highest levels.

By **implementing these measures**, businesses can make **significant strides** towards **closing the gender pay gap**, fostering a more equitable and inclusive workplace for all employees.

The **Market Research Industry** is **committed to reducing this gap** and the **Inclusion Pledge** is a key part of that. Has your business signed the pledge?

<https://www.mrs.org.uk/resources/ceo-inclusion-pledge>

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