



Women and the Future of Work

2024 Impact Report



WOMEN AND THE FUTURE OF WORK

Your generous contribution to this focus area in the **Now Is the Moment. Be A Catalyst** campaign advances cutting-edge research and tools, positioning women at the center of the future workplace.



WE HAVE

expanded leading-edge research and tools that enable companies to respond to the shifting paradigms of work by creating adaptive and equitable workplaces for women across the globe. We have equipped organizations to successfully adapt to the ever-evolving world of work – keeping equity as the North Star even amidst turbulence – with tools and analysis to gain foresight into disruptive trends and responsibly leverage technologies like generative AI.



WE WILL

continue to provide forward-thinking thought leadership and rigorously tested tools and insights to empower companies to transform workplace culture, policies, and practices to enable all women – from the frontline to the C-suite – to thrive now and into the future of work.

We flexed our adaptability skills to reimagine our own ways of working.

This year was transformative for Catalyst and the Women and the Future of Work area as we flexed our adaptability skills and leaned into forward-thinking and future-ready working methodologies. Strategic planning and responsiveness to the urgent needs of Supporters led to a structural and functional reorganization resulting in a Research & Development Department focused on producing timely and actionable insights and products to address Supporters' most pressing needs.

Implementing an Agile approach to content and product development enables Women and the Future of Work to produce cutting-edge research and tools while laying the groundwork for forthcoming releases on in-demand topics including how to embed DEI into strategic planning and the responsible use of AI.



We crafted leading-edge research and data-driven, actionable insights.

We concluded our multi-year, global Future of Work tracker, which tracked and measured organizational responses to disruption, shifting workplace norms, and employees' experiences in their workplaces:

- 🗨️ We surveyed nearly 25,000 employees across 14 countries to measure the global impact of Future of Work topics.
- 📄 Our signature research series, [Leveraging Disruption for Equity](#), is a collection of 7 reports that have received 75,000+ page views.

We continue to elevate empathy in the workplace: Our industry-leading and foundational work on empathy, including the reports [The Power of Empathy in Times of Crisis and Beyond](#) and [Flip the Script: Empathy in the Workplace](#) and the [Are You an Empathetic Leader?](#) quiz, has continued to garner thousands of views every year.

- 💻 Collectively the research and tools have received nearly 80,000 page views.



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impact of Future of Work topics

Women and the Future of Work research continues to address urgent and emergent workplace needs

We released 6 research reports, tools, and knowledge products on Future of Work topics this fiscal year. Read on for more detail on our latest release.

[Six Actions to Create Genuine DEI Policies](#)

Published July 16, 2024

Key Findings

- **52%:** Half of employees' perception of genuine DEI policies is explained by an organization building accountability, creating transparency, acting with integrity, ensuring alignment, communicating a fairness case, and preventing a climate of silence.
- **14X:** Employees are 14X more likely to perceive DEI policies as genuine when organizations communicate a fairness case for diversity.
- **When DEI policies are genuine, they are more likely to be effective.** This is important for all employees, but especially those from marginalized groups, who benefit in the form of increased fairness and decreased discrimination.

Our findings provide clear guidance to organizational leaders about how to create and maintain inclusive workplaces, especially in times of disruption and DEI backlash.



NEW TOOLS



[How to Embed DEI Into a PESTLE Analysis: Explainer](#)

Published June 20, 2024



[Responsible Artificial Intelligence \(AI\) for Inclusive Workplaces: Explainer](#)

Published June 20, 2024



[Use AI to Attract a More Diverse Candidate Pool](#)

Published May 1, 2024



[Inclusive Hybrid Actions for Organizations and Managers](#)

Published September 5, 2023

We produced forward-thinking events and conversation.

13 webinars and speaking engagements.

Most popular topics:

- Empathy as a Future of Work Skill
- Responsible AI
 - Across 5 events, we engaged **over 1,100 participants** on the responsible use of AI, one of the most-cited Supporter needs.

Event attendees said:

"People continue to let us know how much they got out of it to the point that folks are asking for reference material!"

"It was super valuable to hear your unique perspectives and insights, which amplified the collective importance of the topic and helps to encourage further discussion, awareness, and action."

"Loved hearing diverse perspectives and the impact AI will have on HR practices."

"You were all amazing! I learn something every time!"



ACKNOWLEDGMENTS

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