



# Women in Recruitment

The Business Benefits of Company Membership



[www.womeninrecruitment.org](http://www.womeninrecruitment.org)



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## Introduction

The UK has the most sophisticated recruitment sector in the world providing the economy with access to rare talent and unique flexibility that is vital to its global competitiveness. The sector is valued at over £35 billion<sup>1</sup> and employs 96,358 people<sup>2</sup> as resourcers, consultants and managers.

Over half (53%<sup>3</sup>) of this workforce is female but research commissioned by Women in Recruitment from Westminster Business School<sup>4</sup> identified specific barriers preventing female employees of recruitment firms from achieving their full potential - resulting in many women ultimately leaving the sector.

**Company membership of Women in Recruitment has never been more relevant or important. It provides firms with the practical tools and support they need to improve the retention of female employees and helps recruitment businesses attract new clients by sending them a clear signal that you share their commitment to Corporate Social Responsibility, diversity and gender equality.**

## About Women in Recruitment

Women in Recruitment was formed to give all recruitment firms practical support in attracting, developing and retaining female talent and to provide a tangible demonstration of a commitment to gender equality to clients and candidates. It gives all female employees of member firms access to unique development tools, mentoring and networking opportunities designed to support successful and sustainable careers in recruitment.

Becoming a Company Member of Women in Recruitment gives employees access to these benefits, sends out a strong message that your business is a great place to work and will help deliver the powerful commercial advantages associated with gender equality.

- Attract, develop and retain top talent
- Improve client attraction and retention
- Access the business advantages associated with gender equality

Women in Recruitment (WIR) is an APSCo initiative supported by the REC and other stakeholders across the recruitment sector and sponsored by Barclays plc and Squire Patton Boggs.

## The Benefits

Gender equality in the workplace makes perfect business sense – as well as simply being the right thing to do. Significant rewards can be gained by organisations which successfully attract, develop and retain both women and men.

Research suggests that businesses that respect and value the diversity, brought by both women and men, are better able to find and keep high performing employees and improve operational performance.

The business case for gender equality is strong and supported by empirical data from across the world. Becoming a Company Member of Women in Recruitment and promoting equality in the workplace can help your business:

- Attract the best employees
- Reduce the cost of staff turnover
- Enhance organisational performance
- Improve clients and candidates acquisition
- Minimise legal risks

After joining Women in Recruitment, your business will become a **Gender Equality Champion** and start to realise the benefits associated with this status.

If you're still not sure, the following evidence should persuade you.

## Attracting the Best Employees

It is widely recognised that having the best talent is critical to success in competitive markets.

An organisation which is as appealing to women as it is to men will have access to the entire talent pool and is more likely to have a competitive advantage in attracting the best talent available.

Women are increasingly more highly educated than men and currently make up 47% of the UK workforce<sup>5</sup> but female unemployment remains high and this talent pool is still under-utilised.

- 57% of first degree graduates in the UK are women.<sup>6</sup>
- 64% of girls achieve 5 or more GCSEs at grade A\* to C or equivalent, including English and Mathematics, compared to 54% of boys.<sup>7</sup>

Joining Women in Recruitment and becoming a Gender Equality Champion sends out a powerful message to potential female employees that your business is a great place to work.



“57% of first degree graduates in the UK are women”

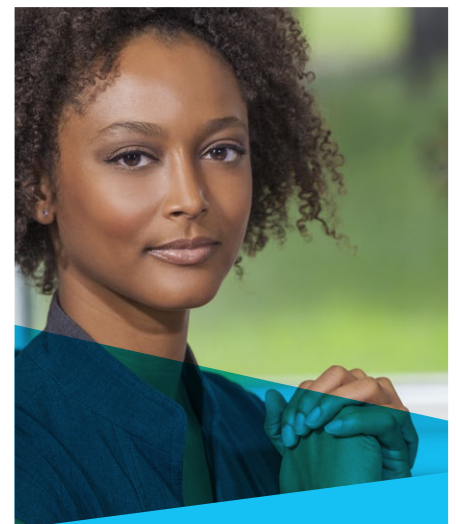
## Reducing the Cost of Staff Turnover

The evidence suggests that organisations which foster gender diversity improve the retention of staff, thereby reducing an organisation’s employee turnover expense. And staff turnover is expensive. The estimated cost of replacing a job-leaver in the UK is £7,750.<sup>8</sup>

**A number of gender diversity practices have been shown to help organisations reduce employee turnover:**

- Flexible work arrangements facilitate work and care and encourage women’s greater workforce participation and men’s sharing of care. 63% of UK employers say flexible working practices have a positive effect on recruitment and retention.<sup>9</sup>
- Pay inequity can undermine initiatives to change the gender culture within organisations. In workplaces with a culture of gender diversity, pay decisions are more likely to be perceived to be fair and transparent and employees more likely to stay.<sup>10</sup>

The tools provided by Women in Recruitment are designed to help female employees achieve their potential in recruitment at every stage of their career and are based on research specifically commissioned for this purpose undertaken for Women in Recruitment by Westminster Business School.



“The estimated cost of replacing a job-leaver in the UK is £7,750”

## Enhancing Organisational Performance

Research suggests that promoting gender equality is often associated with better organisational and financial performance.

- Well managed diversity brings together varied perspectives, produces a more holistic analysis of the issues a company faces and spurs greater effort, leading to improved decision making.
- A study of over 500 US companies found a link between gender diverse workforces and organisational performance using measures such as sales revenue and number of customers.<sup>11</sup>

The evidence continues to show that gender equality encourages greater innovation, improved performance and is good for business.



“According to McKinsey, companies with the most women on their boards significantly outperform those with no female representation”

## Improve Client and Candidate Acquisition

Increasing empathy with customers has become an important way to increase retention and acquisition activity. Customer support staff are now routinely recruited to reflect the profile of an organisation’s customer base.

In the UK, 76% of all HR professions are female.<sup>12</sup> Many recruitment firms are adjusting their consultant profile to reflect this gender balance.

In an increasingly candidate driven market, reflecting the profile of talent is just as important remembering that the gender balance of candidates varies by sector.

Joining Women in Recruitment is likely to help your business reflect the profile of your key customers – creating greater client empathy and strengthening key relationships through better insight and understanding.



“76% of all HR professionals in the UK are female.”

## Minimalising Legal Risks

Strategies that promote workplace gender equality by reducing sex discrimination and harassment can minimise a company's risk of financial and reputational loss from lawsuits caused by discriminatory conduct. They also reduce the negative impact discriminatory behaviour has on organisational performance.

Inclusive and respectful workplaces where gender diversity is valued reduces the risk of employee litigation. They also avoid the negative impact sexual harassment has on absenteeism, team conflict, and morale at work.<sup>13</sup>

- An estimated 28,000 equal pay claims per year are accepted at tribunals in the UK.<sup>14</sup>
- There were 10,800 sex discrimination claims in 2011/12.<sup>15</sup>
- Sexual discrimination continued to be the most frequent type of discrimination claim received by tribunals during 2011/2012.<sup>16</sup>
- £13,911 is the average award for sex discrimination claims.<sup>17</sup>
- £289,167 was the highest pay out for a sex discrimination claim in 2010/2011.<sup>18</sup>

Pregnancy and maternity discrimination is also unlawful and can be costly with court appearances, legal representation and fines.



“£13,911 is the average award for sex discrimination claims”

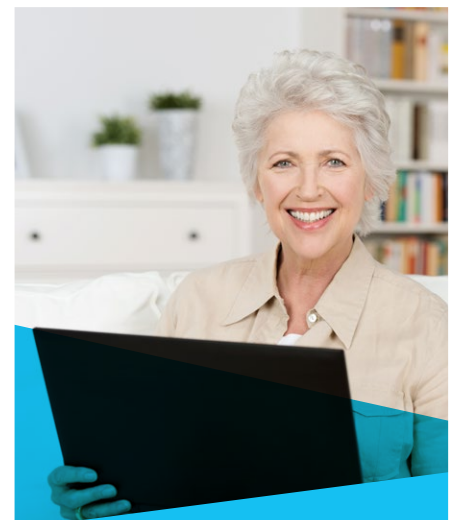
## Because Reputation Matters

A reputation for promoting gender diversity can help to attract the best employees to an organisation, retain existing customers and attract new clients, building market share.

Reputation and image are critical in the recruitment marketplace and a reputation for promoting gender equality will enhance the regard in which a company is held in the wider community.

Many leading employer organisations now champion gender equality specifically to enhance their reputation with their existing clients and in the graduate pool from which they recruit.<sup>19</sup>

Joining Women in Recruitment sends a compelling message to your clients that you share their commitment to Corporate Social Responsibility and gender equality – and can work with them, as a valued recruitment partner, to help them achieve their diversity objectives.



“Hiring and promoting talented women is the right thing to do for society and it's an economic imperative”<sup>20</sup>



## How Company Membership Works

Women in Recruitment is easy to join and use. Members simply agree to support and sign the WIR Charter, confirm their annual subscription and appoint their WIR Account Manager.

All employees (men and women) are then automatically enrolled, on an opt-out basis, and can start accessing the unique benefits provided by Women in Recruitment including:

- The Power of Me personal development programme\*
- All WIR networking events
- Regular WIR updates, research and white papers

To find out more about how Company Membership of Women in Recruitment can benefit your business, please contact Blondell Shaw at [blondell@womeninrecruitment.org](mailto:blondell@womeninrecruitment.org) today.

## Annual Membership Fees

Membership fees for Women in Recruitment are structured according to business size.

Band	Number of employees	Fee £ + VAT per annum
A	Less than 10	£225
B	11-50	£500
C	51-100	£750
D	101-250	£1,000
E	251-500	£1,250
F	Over 501	£1,500

\*Employees of WIR Company Members can access many of the services provided without charge but some services, such as the Power of Me, have a fee that is payable at the point of access.

## For More Information

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Twitter: [twitter.com/WomenInRecruit](https://twitter.com/WomenInRecruit)

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