



INSURING WOMEN'S SUCCESS

7 Steps to Foster Inclusivity and Gender Diversity in the Insurance Industry

The landscape of the insurance industry has evolved, with more female representation compared to previous eras. Despite this positive shift, a visible disparity persists when examining leadership roles and the management pipeline.

This playbook provides strategies aimed at not only attracting but also **retaining** the next generation of talent within insurance organizations. By addressing the gender diversity gap at all levels, we strive to shape a future where the industry's leadership reflects true gender diversity, and where women see possibilities to build a lifetime career.

We developed seven components that will help you raise the bar and put your DEIB efforts front and center.

1. Forging Your Vision and Strategy

- » Shape a forward-thinking vision and strategy that embraces current trends and evolving best practices with a specific focus on fostering gender diversity and inclusivity.

2. Engaging Leadership

- » To ensure the success of a comprehensive Diversity, Equity, and Inclusion (DEI) plan, it is imperative that the CEO and leadership team demonstrate full commitment. Actively participating in external DEI organizations, holding themselves accountable, and supporting Employee Resource Groups (ERGs) to drive DEI initiatives is crucial.
- » Boards play a pivotal role in solidifying commitment by integrating DEI into essential aspects such as succession planning, executive compensation, and sustainability, thereby cultivating a more diverse and inclusive corporate culture.

3. Setting Goals, Making Commitments, and Embracing Transparency

- » Establish measurable goals for representation, pay equity, and gender parity, placing a strong emphasis on elevating the percentage of individuals from diverse backgrounds in leadership roles within a specified timeframe.
- » Strive to become a leader in nurturing talent from diverse backgrounds within the insurance industry.

4. Embracing Accountability and Incentives

- » Implement tailored DEI plans with clear expectations and yearly increments to ensure continual progress.
- » Link DEI results with individual performance evaluations and company incentives to drive accountability.

5. Action Speaks Louder: Cultivating Inclusive Behaviors

- » Provide annual feedback to employees on their demonstration of inclusive behaviors.
- » Offer DEI training and incentives for inclusive actions.
- » Encourage open conversations where all voices, particularly those of women, are valued.
- » Empower employees to form or actively participate in Employee Resource Groups and DEI Councils supporting the organization's DEI goals.

6. Revamping HR Systems and Processes

- » Incorporate diversity and representation goals into succession planning and uphold pay equity commitments.
- » Revise recruitment processes to target and cultivate diverse talent pools.
- » Implement policies that endorse a diverse workforce, including hybrid/remote work options accommodating all employees.

7. Empowering Talent through Mentorship and Sponsorship

- » Establish formal mentorship and sponsorship programs aimed at developing high-performing talent, irrespective of their background, fostering a more inclusive and diverse work environment.

Connect with Women in Insurance

Email:

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Social media:

Connect with the Women in Insurance Initiative via AllInTent, a [LinkedIn group](#) dedicated to sharing and amplifying DEIB initiatives across the industry.



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