


Competitor Analysis





GEN, standing for Gender Equity Now is one of the leading certification firms in the US. The GEN Certification is the national gold standard for intersectional gender equity in the U.S. workplace. Businesses that are GEN Certified meet standards of excellence across five tenets of workplace culture. A composite assessment of employee experience and employer policies provides a data-driven standard of equity-centered work environments. The GEN Certification rewards business leaders who go beyond talk to meaningful action.

STRENGTH

1. Recognized as the national gold standard for intersectional gender equity in the U.S. workplace.
2. Offers a separate certification model for small organizations
3. Offers a network of other GEN-certified organizations
4. More rigorous as compared to other certification programs as it offers a comprehensive evaluation by encompassing factors like Bias Neutrality, Employee Resonance, Accessibility Score, Experience perception gap, and Visible Advocacy, beyond just gender pay and opportunity gaps.
5. Specifically measures the experiences of women of color and other marginalized groups

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WEAKNESS

1. More expensive than Edge (one of its key competitors)
2. Assessment process can be time-consuming
3. Most of the process is manual and coordinated over back-and-forth email
4. Lacks visual representation of assessment progress, results, and recommendations

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GEN

1. Increasing demand for gender equity certifications.
2. Growing awareness of the importance of intersectional gender equity.
3. Organization tailored certification programs
4. Partnerships and collaborations

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OPPORTUNITIES

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1. Competition from other gender equity certification providers
2. Changes in the regulatory environment
3. Reluctance due to data security and privacy concerns
4. Limited awareness or prioritization of gender equity certifications

THREAT

Direct Competitors



Indirect Competitors



		DIRECT COMPETITORS		INDIRECT COMPETITORS	
Criteria	GEN	EDGE	WBENC	IDC (Individual)	Diversio (End-to-End)
Company Overview	A leading intersectional Gender Equity Certification firm that adopts a data-driven approach to foster diversity, equity and inclusion	EDGE Certified Foundation is the custodian behind EDGE Certification, the leading standards for DEI, centered on a gender and intersectional equity approach	A leading non-profit organization dedicated to helping women-owned businesses thrive by fostering their DEI initiatives	Offers industry-leading DEI certification programs, empowering leaders to achieve tangible results through innovative practices and expert guidance.	Diversio is a DEI platform leveraging AI and expert insights to measure and improve workplace inclusivity globally.
Products/ Services Offered	<ul style="list-style-type: none"> • GEN Certifications • Smart-Workshops • Assessments and Consulting 	<ul style="list-style-type: none"> • EDGE Certification • EDGEPlus Certification • EDGE Insights • EDGE Empower Pay Tool (Gender Pay gap assessment) • EDGE Knowledge • EDGE Connections • DEI Dashboard 	<ul style="list-style-type: none"> • WBENC Certification 	<ul style="list-style-type: none"> • Offers different certifications for DEI: <ul style="list-style-type: none"> ◦ CDP ◦ CDE ◦ Group Certifications • Certifications are for individuals rather than the whole of organization and offer prep course and guides 	<ul style="list-style-type: none"> • DEI Data and Analytics • Industry Benchmarking • DEI Consulting • Employee Engagement Software • DEI Training • DEI Certifications

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Unique Value proposition	<ul style="list-style-type: none"> Unique metric assessment based on years of academic research that goes beyond asking the stereotyped gender based questions. Focuses on intersectional gender equity Focus centric to a comprehensive report from not just survey results but also Audit results, Leadership interviews and overall an all rounded 360 degree approach 	<ul style="list-style-type: none"> EDGE Empower Pay Tool is an independent tool that organizations can run to conduct gender pay gap assessments Offers access to DE&I and HR professionals for mutual learning Focuses on intersectionality gender equity Organizations can be globally certified Can create highly personalized assessments to focus the analysis on dimensions of diversity that are relevant to the organizations 	<ul style="list-style-type: none"> Certifies only women owned businesses 	<ul style="list-style-type: none"> Provides individual/group certifications so better for organizations that wish to get only DEI leaders certified 	<ul style="list-style-type: none"> Leverages AI to measure and improve workplace inclusivity Offers different levels of certifications depending on goals of organization DEI Dashboard Track progress

DEI Dashboarding and Tools Firms

Features	Crescendo	Biassync	Circa	Workhuman	Dandi	Ceipal
Training	Yes	Yes	Yes	Yes	No	Yes
Dashboard	Yes	Yes	Yes	No	Yes	No
Survey	Yes	Yes	Yes	No	Yes	Yes
Reports	Yes	Yes	Yes	No	Yes	No
Benchmarking	No	Yes	No	No	Yes	Yes
Action Planning	Yes	Yes	Yes	No	Yes	Yes
Consulting	Yes	No	No	Yes	Yes	Yes
USP	Holistic end to end service with a product	Centrally focused towards Bias in workplace	Specialize in Recruiting diverse talent	Provides services for better overall work culture	Primarily DEI Dashboarding service	Staffing software - Diversity hiring

Survey Platforms

Criteria	SurveyMonkey	Qualtrics
Target Audience	<ul style="list-style-type: none">• Primarily caters to small organizations, startups, and individuals• User-friendly interface makes it accessible to users with minimal training	<ul style="list-style-type: none">• Tailored towards enterprise customers and large organizations.• May require additional training
Functionality	<ul style="list-style-type: none">• Offers intuitive interface with basic survey creation and analysis tools	<ul style="list-style-type: none">• Provides advanced features for data collection and analysis
Use Case	<ul style="list-style-type: none">• Suitable for organizations looking for a user-friendly platform to gather feedback without extensive customization or analysis requirements.• Ideal for small-scale surveys, customer feedback collection, event evaluations, and simple employee engagement surveys.	<ul style="list-style-type: none">• Suitable for large-scale surveys, in-depth market research, customer experience management, employee engagement programs, and sophisticated data analysis projects.• Ideal for organizations seeking comprehensive insights and actionable data to drive strategic decision-making.



Detailed analysis can be found on [GEN Competitor Analysis](#)

THANK YOU!