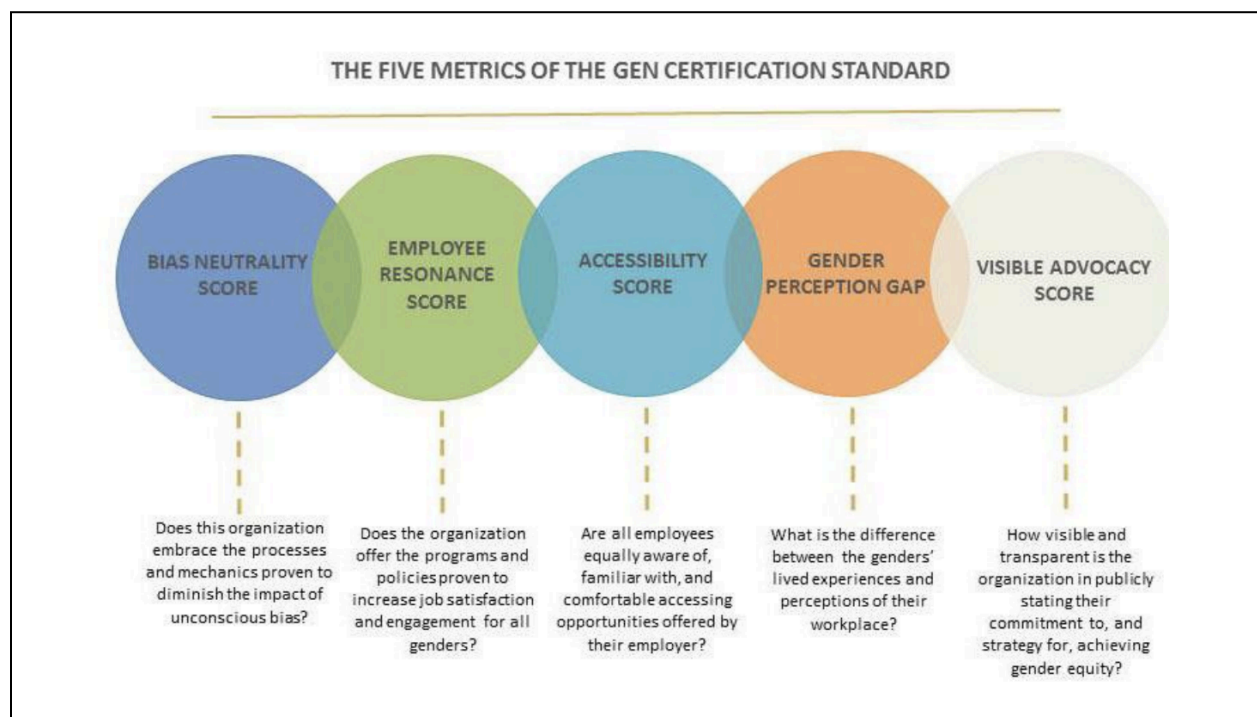


## **About the Certification:**

The origins of DEI (Diversity, Equity, and Inclusion) in the workplace can be traced back to the mid-1960s. It was a time when societal movements and legal changes began to reshape the corporate world. The introduction of equal employment laws and affirmative action marked the beginning of workplace diversity training.

In the absence of a measurable standard, employers have often relied on subjective assessments in a domain already rife with complexity. A defined standard with measurable benchmarks equips organizations with the necessary information to pursue evidence-based strategies for fostering significant advancements to achieve gender equity.

The GEN Certification stands as the 'Gold Standard' for intersectional equity within U.S. workplace environments. Companies that obtain GEN Certification demonstrate excellence across five foundational aspects of workplace culture. GEN has partnered with researchers, business leaders, and data analysts to work to evaluate the employee experience and employer policies across these five criteria. This criteria creates the GEN measurement System which is used to assess an organization's qualification for certification.



## **Introduction:**

GEN utilizes data-driven methods to address bias in workplace processes and promote systemic equity. Through GEN's Equity Maturity Model, companies can strategically integrate equity planning into their operations, pinpointing measurable areas for enhancement and implementing efficient solutions. With a range of more than 200 cultural levers, GEN offers businesses the means to counteract bias effects, minimize risks, and maximize growth opportunities. Companies that hold GEN Certification adhere to standards of excellence across five core principles of workplace culture and reward business leaders who go beyond talk and take meaningful action.

The Assessment process involves an employee experience survey, a processes audit, and leadership interviews, lasting approximately 8-10 weeks.

Upon completion, companies receive the following from GEN:

- Summary of GEN Assessment findings, including audits highlighting successes and areas for improvement
- Aggregated survey results benchmarked against GEN metrics and national data
- An action plan with recommended next steps, change management strategies, and KPIs
- Support for communicating results within your organization and advice on how to distribute external communications on the GEN certification results
- An image file to be used to communicate certification
- Invitation to join GEN's Best Practices Community of Equity Leaders.

## **Benefits of the certification:**

The GEN Certification Assessment evaluates opportunity disparities that intersect with various factors including race, age, gender, socioeconomic status, sexual orientation, neurodiversity, and disability status.

Sustainability lies at the core of GEN's approach, emphasizing the transformation of systems rather than individual mindsets. Acknowledging the inherent presence of bias in all individuals, this design-oriented strategy offers cost-effective solutions aimed at dismantling systemic barriers, thereby instigating organizational-wide transformations.

Recognition of an organization's commitment to equity holds increasing significance, with ninety-four percent of consumers now factoring an organization's ethical employment practices into their purchasing decisions. Demonstrating equity not only aligns with ethical standards but also correlates with enhanced returns for organizations.

## **Conclusion:**

This literature review highlights the multifaceted nature of gender equity issues in the workplace. By drawing on historical perspectives, theoretical frameworks, global experiences, and industry-specific challenges, GEN can inform its initiatives to create a more inclusive and equitable workforce.

## **References:**

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