

THE POWER OF REAL BALANCE HOW DIVERSITY CAN TRANSFORM YOUR REAL ESTATE BUSINESS

REAL ESTATE BALANCE AND PWC 2017 SURVEY

In March 2017 Real Estate Balance launched the results of their Survey of over 380 people working in real estate from 40 different companies, conducted in conjunction with PwC. Below is the 10 point project plan that emerged from the Survey results to assist you in strengthening gender balance within your organisation.

Committed leadership from the top

- 1 Board to make clear case for gender balance and promote it within the business.

Put equality at the centre of how you attract, nurture and promote talent

- 2 Provide aspirational role models of both genders.
- 3 Key talent decisions should take account of gender issues and access the widest pool of talent.

Bring the organisation on board

- 4 Engage with line managers to ensure they understand and support the need for change and equip them with the tools to deliver change.
- 5 Encourage employees to speak out about gender issues and ensure reported cases of bias/discrimination/harassment are appropriately investigated/addressed.

Promote agile working and a gender neutral working culture

- 6 Flexible working should be open to all and not be a barrier to promotion.
- 7 Client/networking events, conferences and hospitality should appeal to everyone.

Back up the board-level commitment with tracking and intervention

- 8 The data you keep should assess whether there is a reasonable male-female ratio in the people you recruit, those assigned to important projects and those moving up into senior management
- 9 Use your data to identify barriers to gender balance that need addressing and track your progress.
- 10 Develop procedures for understanding why talented people may not reach their potential or leave, and how this can be addressed.

We believe that by developing this plan within your organisation, challenging it on progress and actively tackling identified barriers you can make gender balance part of its culture.