

## nu-education:

### Celebrating National Women's History Month: Fostering Workplace Inclusion for Growth

Every March, National Women's History Month offers a poignant opportunity to reflect on the pivotal role women have played in shaping history and society. Beyond its commemorative value, this month serves as a crucial reminder for companies and organizations to prioritize gender diversity and inclusion initiatives in the workplace, recognizing that such efforts are integral to fostering growth and innovation.

In today's competitive landscape, companies must harness the full spectrum of talent to thrive. Embracing gender diversity isn't just a moral imperative; it's also a strategic business decision. Research consistently shows that diverse teams drive better performance, innovation, and decision-making. For instance, a McKinsey study found that companies in the top quartile for gender diversity on executive teams were 25% more likely to have above-average profitability than companies in the bottom quartile.

Effective Diversity, Equity, and Inclusion (DEI) initiatives are essential for cultivating a workplace where women can thrive. These initiatives encompass a wide range of strategies, from implementing unbiased hiring practices to creating mentorship programs and offering leadership development opportunities for women.

One notable example comes from Salesforce, a global leader in customer relationship management. The company has made significant strides in gender diversity by conducting regular pay equity reviews, offering extensive parental

leave policies, and establishing employee resource groups to support women in tech. As a result, Salesforce has not only enhanced its reputation as an employer of choice but has also seen tangible improvements in employee satisfaction and retention rates.

Another illustration of effective DEI initiatives comes from Unilever, a multinational consumer goods company. Unilever has committed to achieving gender balance across its workforce, including leadership positions, by 2025. To achieve this goal, the company has implemented targeted recruitment strategies, provided leadership training programs tailored to women, and fostered a culture of inclusion where all employees feel valued and respected.

By prioritizing gender diversity and inclusion, companies and organizations can tap into a broader talent pool, foster a culture of creativity and innovation, and ultimately drive sustainable growth. As we celebrate National Women's History Month, let us recommit ourselves to building workplaces where every individual, regardless of gender, has the opportunity to thrive and succeed. It's not only the right thing to do—it's also the smart thing to do.



Sources:

- [McKinsey & Company, "Delivering through Diversity," 2018.](#)
- [Salesforce, "Equality at Salesforce."](#)
- [Unilever, "Diversity and Inclusion."](#)

## nu-spotlight:

Check out some of these virtual events happening this month and look out for more on our social media accounts! → → →

## quote of the month:

**“We must tell girls their voices are important”**

**- Malala Yousafzai**

## social media:

@ info@nuwaveco.com

@nuwave.equity

in Nuwave Equity Corporation

@nuwaveco

@nuwaveEquityCo

Saturday March 2	<b>March Online LGBTQ+ Cultural Fluency Training 101</b> <ul style="list-style-type: none"><li>1:00 pm to 4:00 pm</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>
Sunday March 3	<b>Exploring Neurodiversity in Healthcare and Medicine</b> <ul style="list-style-type: none"><li>3:00 pm to 5:00 pm</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>
Tuesday March 5	<b>LGBTQIA+ 101</b> <ul style="list-style-type: none"><li>12:00 pm to 3:30 pm</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>
Wednesday March 6	<b>Dive into Diversity, Equity &amp; Inclusion for HR: Get to know DEI initiatives</b> <ul style="list-style-type: none"><li>7:00 am to 8:10 am GMT</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>
Friday March 8	<b>F*ck up Fridays: Erasing the DEI fear</b> <ul style="list-style-type: none"><li>8:00 am to 8:45 am GMT</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>
Wednesday March 13	<b>Navigating Generational Differences in the Workplace: Embrace Diversity</b> <ul style="list-style-type: none"><li>8:30 am to 9:30 pm GMT</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>
Tuesday March 19	<b>Inclusive Workplace Series   Cultural Competency</b> <ul style="list-style-type: none"><li>11:30 am to 1:00 pm</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>
Wednesday March 20	<b>Breaking Down Barriers in the Workplace: Gender Equality and Equity</b> <ul style="list-style-type: none"><li>12:00 pm to 1:00 pm</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>
Tuesday March 26	<b>Culture &amp; Conversations</b> <ul style="list-style-type: none"><li>6:30 pm to 8:00 pm</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>
Tuesday March 26	<b>Inclusion Talk Series - The Equity Mindset: Designing Human Spaces</b> <ul style="list-style-type: none"><li>5:00 pm to 6:00 pm</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>
Saturday March 30	<b>Cultural Understanding Strategies</b> <ul style="list-style-type: none"><li>10:00 am to 11:30 am</li><li>Virtual</li><li>FREE</li></ul>	<a href="#">tickets and event details</a>