INTO TURN PERCEPTION
REALITY

BADMOST PEOPLE BELIEVE WE’VE ALREADY ACHIEVED IT

GOOD NEWS
MOST PEOPLE THINK WE SHOULD HAVE GENDER EQUALITY

REALITY BITES.
WE HAVE NOT REACHED EQUALITY YET.

GOOD NEWS
MOST PEOPLE THINK WE SHOULD

BAD NEWS
MOST PEOPLE BELIEVE WE’VE

8 IN 10 WOMEN
over 7 IN 10 MEN

claim that women and men
have access to similar jobs

and 96% of women

and 96% of men

believe that women and men already have access to similar jobs.

YOUNGER GENERATIONS ARE MORE LIKELY TO
BELIEVE EQUALITY HAS BEEN ACHIEVED.

REALITY BITE.
WE HAVE NOT REACHED EQUALITY YET.

In the United States, men are:
89% of Top Earners
74% of New Board Directors
60% of CEOs
97% Canada
89% India

In Europe, men’s share of board seats ranges from:
85% Norway

We all want to believe
the world is fair.

We all want to believe
the world is fair.

The barriers to equality
are subtle.

WHY IS IT SO HARD TO
SEE INEQUALITY?

1. The barriers to equality are subtle.

2. Notice the ways in which men and women experience the workplace differently.


4. Raise awareness of how men benefit from gender equality.

TURNDICT PERCEPTION
REALITY.

Start by making the current inequality more visible.

Learn how to make equality a reality by taking a free CatalystX course at edx.org.

SOURCES:
1. Generation Z (commonly abbreviated to Gen Z, also known as iGeneration, Post-Millennials, Centennials, Founders, or Plurals) are the
cohort of people born after the Millennials. The generation is generally defined with birth years ranging from the mid to late 1990s
through the 2010s or alternately ranging from the early 2000s through the early 2020s. Alex Williams, “Move Over, Millennials, Here
Comes Generation Z,” The New York Times, September 18, 2015; Joan Schneider, “How to Market to the iGeneration,” HBR Blog,
Generation Debuts: Plurals,” Huffington Post, July 7, 2012; Sarah Whitten, “This is What MTV is Calling the Post-Millennial Generation,”
CNBC, December 2, 2015.


5. Percentages are approximations due to rounding. Julia Dawson, Stefano Natella, and Richard Kersley, The CS Gender 3000: The Reward
for Change (Credit Suisse, 2016).

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for Change (Credit Suisse, 2016).


