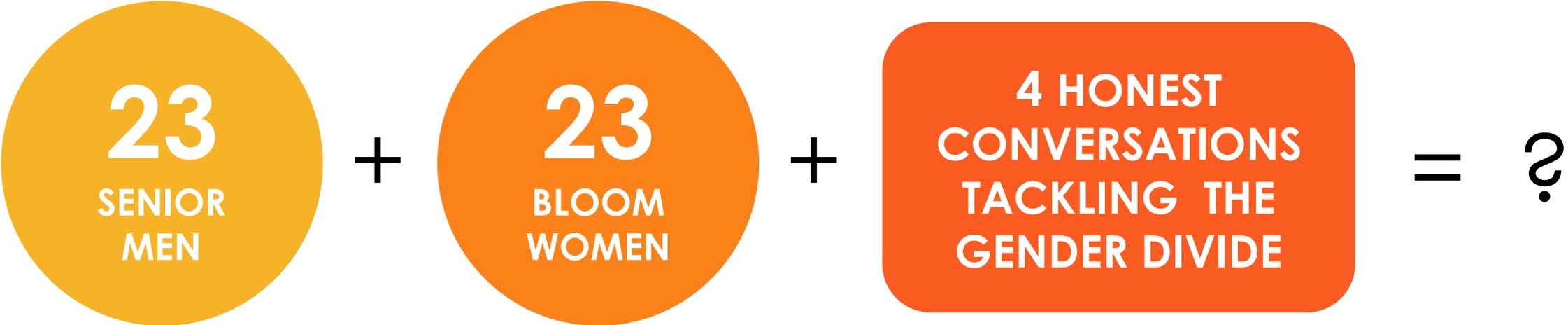


BLOOM
THE EXCHANGE

Across 5 Months.....



THE EXCHANGE PARTICIPANTS

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BLOOMFEST

CHANGE MAKERS

Amy Lawrence
Caroline Wilkinson
Charlotte Bunyan
Clare Charrava
Emily Hanson
Fran Scorer
Gina Hood
Hannah Mirza
Helen Lee
Joanne Oatts
Karen Carter
Kathryn Marriott
Kim French
Lara Izlan
Lucy Cutter
Maayan Dar
Nicola Shepherd
Sally Keane
Shona Matthews
Sophia Durrani
Stephanie Matthews
Victoria Brooks
Zara Bryson

Ali MacCallum
Bhav Chandrani
Dan Cullen
Dave Lowe
Danny Spears
Ed Couchman
Harry Marcus
James Gill
Jeremy Hine
Justin Pahl
Luke Bozeat
Martin Galvin
Matt Adams
Matt Bourne
Matt Tanter
Nick Hewat
Paul Wright
Richard Bon
Roy Cohen
Stephen Lepitak
Stephen Wing
Will Wordsell
Xavier Rees



The Exchange – A Timely Cultural Moment

Mike Pence

“Never eats alone with a woman other than his wife, and he won’t attend events featuring alcohol without her by his side”

#MeToo is “creating a sense of walking on eggshells.”

David Bahnsen, a former Managing Director of Morgan Stanley

The Exchange – Breaking down the gender barriers at work post #MeToo



GENDER
The #MeToo Backlash
FROM THE SEPTEMBER-OCTOBER 2019 ISSUE

The results are in...Everyone loved it

- There's nothing like this, it's unique, a scarce resource
- It works at a micro level: personal growth
- And at a macro level: institutional change
- Huge appetite to take it further
- Participants were 50% more likely to say they understand the challenges facing the opposite gender in the industry after The Exchange

Women Pre: 24% Post: 75% / Men Pre: 7% Post 64%

"The experience was unlike anything I have done in my 25 years in the industry. It was refreshingly honest, I could step off the treadmill and really reflect on how I could do things differently."

"As you get senior it can get draughty as people don't give you feedback."

"We are mostly paid to solve problems. The Exchange creates the space to be understood."

"It's a brilliant, brilliant thing, I'd definitely do it again."

What makes The Exchange a success?

1.
VULNERABILITY

2.
VISIBILITY

3.
GALVANISING



1.
VULNERABILITY

The Exchange thrived
when the pairs opened
up, became vulnerable,
shared mistakes

*“At every opportunity I showed vulnerability
and human-ness to reduce pre-conceptions of
a 40 year bloke in the media industry.
We are all just people struggling with our stuff.”*

LEAN INTO IMPERFECTION

“I’ve been TREADING ON EGG SHELLS and been worried about acting on things DIRECTLY. I feel that I don’t need to HOLD BACK ON THINGS in the future.” Male

NO MORE EGGSHELLS

MISTAKES ARE OK

THIS IS WIP

RADICAL CANDOUR

EGOLESS

A SAFE SPACE

AN END TO #METOO PARALYSIS

“Initially I was hesitant, due to seniority, could I be completely vulnerable? Could I share concerns or worries? But the whole point of signing up to this was that I will only get stuff out of this if I can put myself in that place.”



2.
VISIBILITY

Making the invisible, visible

Surfacing the inequality and
bias hidden in plain sight

Catching out blind spots

Male respondents are more likely to be vocal about gender issues in the workplace than women, but many of them struggle to identify the *specific challenges* faced by women.

The Exchange Pre-survey 2019

EMOTIONAL LOAD

INVISIBLE & UNREWARDED WORK

HOUSEKEEPING VS THINKING

“A big thing I learned was the unfair distribution of emotional labour around the office, things like welcoming clients, making sure that people have water at the start of a meeting. It’s women who tend to do those things and they don’t get the credit. They then look as if they’re responsible for the housekeeping rather than their strategic brain.”

HE-PEATING

AIRTIME FOR WOMEN



The action that people were least confident about doing (only 34% scored High) was 'raising awareness of meeting/ group dynamics which silence/ disadvantage minorities'

SEEING THE WORLD THROUGH THE MALE LENS

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IT'S LONELY AT THE TOP

"I had never thought about the fact that when you are at the top of your company - everyone thinks he is flying high and full of ego, but actually, i realised through the Exchange that it can be lonely and he never gets any feedback, even though he wants it."

FEAR OF MIS-STEPPING

"In an era of wokeness, I could see how he felt hemmed in by his own fears of making an unknowingly insensitive move or comment - like he had too many blindspots to count. That must be paralysing."

UNDERSTANDING
WHAT IT SOUNDS LIKE...

WHEN A WOMAN ASKS A MAN OUT
FOR A PINT...

“Calling out socialising which doesn’t feel inclusive” was the action people felt least confident about taking (47%)

FOR A WOMAN TO ASK ABOUT
MATERNITY LEAVE POLICY...

“Even the act of asking about this for a woman can feel difficult as it suggests she’s about to go and have a baby. I learned that we need to take the need to ask away”



**3.
GALVANISING**

After The Exchange, 68% of participants said they are clear on the actions which will positively impact the gender divide in their workplace - a huge increase from the 13% in Pre-Exchange.

All respondents now feel more confident about taking specific actions when it comes to gender equality - with 95% saying they would call out colleagues making inappropriate comment – up from 56% Pre Exchange

A SPACE FOR VISCERAL EMPATHY

***The biggest impact my mentor had on me was the creation of a new filter for all my decisions and actions - I found myself asking myself, 'what would she do? What would she say?' I really learned to look at situations through her eyes.'* (male)**

An experience of the thoughts, feelings, and context of another that creates an impulse to act on his/her behalf. Putting yourself in someone else's shoes requires deep self-awareness and considerable mental effort.

Reach report, The Empathy Delusion

FROM TALK CAME ACTION

Men's Actions

- Starting an opposite-sex **cross mentoring scheme** within the company
- Calling out **sexist language** in the office
- Asking the Talent team to be more pro-active about telling female hires about **parental leave policy**
- Creating a **tracker for emotional load** in the office
- A **reverse mentoring scheme** so that senior teams can learn about a range of issues including gender but also class, sexuality from younger team members
- A fundamental change in **maternity returner policy/process**

Female Actions

- Better preparation/ negotiation of a **salary review**
- Find **new career path/** re-evaluate work purpose
- Opened up an open **conversation about salaries** amongst colleagues
- A **change in communication style** with senior male colleagues

FROM TALK CAME CHANGE

Following the Exchange, all participants felt more confident about taking these positive actions:

- 89% felt confident to **mentor a member of the opposite gender** – vs. 63% Pre **(+26pp)**
- 68% felt confident that they would **raise awareness of meeting/ group dynamics which silence/ disadvantage minorities** saw big increases – vs. 34% Pre **(+34pp)**
- 74% felt confident to **call out socialising which doesn't feel inclusive** - vs. 47% Pre **(+27%pp)**
- 68% felt confident to **challenge existing policies to achieve equality** (e.g. equal pay) – vs. 53% Pre **(+15pp)**

FROM TALK CAME (growing) CONFIDENCE

Before The Exchange, only 18% of women felt confident about overcoming the barriers in their career, which is a reminder of how far we have to go.

20% more women feeling confident about overcoming these barriers post Exchange – however, this still only amounted to 38% of all the women

There is still an urgent need to support women to overcome these barriers – through open dialogue across the gender divide and ACTION

This is a pilot!

Room for improvement...

More
structure
& tips

More insight
sharing
between
men

More
visibility at
matching
point –
sector/title/
seniority

More time...
five months
was too
short!

BLOOM

THE EXCHANGE

Find out more or sign up for The Exchange 2020 - TheExchange2020@gmail.com

What is the
one thing you will commit to?

#TurnItUp