

# FILM BRIEF

Create a video content that inspires viewers to build a business environment that is completely free from gender bias and where women and men are equally treated.

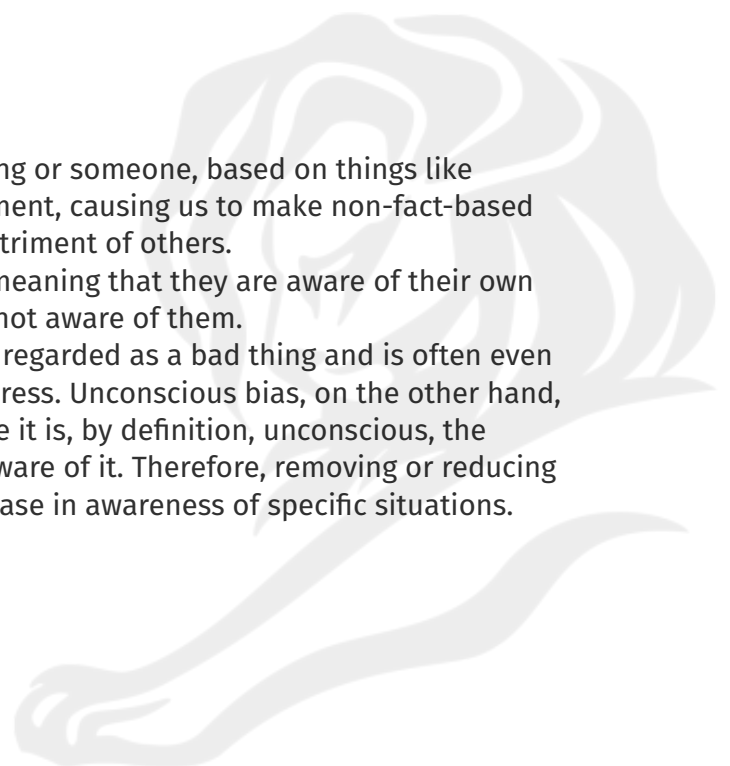
## The Problem

Women and girls represent half of the world's population and therefore also half of its potential. Yet today gender inequality persists everywhere and stagnates all social progress. Although there is some recent progress, the business world still remains male-dominated and therefore, very tough for female leaders and entrepreneurs. Women who want to run a business, develop a startup or get to the managerial position, face obstacles at every step on their way, leaving them with fewer opportunities in this field than their male counterparts. Statistics show that men currently hold 62 percent of managerial positions, with women only holding 38 percent (McKinsey's Research, 2014). In the C-suite, only 1 in 5 executives is a woman. Also according to the research by HSBC Private Banking, more than a third of female entrepreneurs experience gender bias when trying to raise capital for their business. This kind of bias from investors translated into women securing an average of 5% less capital than their male counterparts. The situation is even worse in Georgia.

Often in particular business environments women have extra obstacles and therefore less opportunities than men, thus it is limiting their potential and preventing them from reaching their goals.

## Let's talk about bias

Bias is a systemic prejudice for, or against something or someone, based on things like stereotypes. Biases can adversely impact our judgment, causing us to make non-fact-based decisions in favor of one person or group to the detriment of others. People can have biases that are either conscious, meaning that they are aware of their own prejudices, or unconscious, meaning that they are not aware of them. While conscious bias or discrimination is generally regarded as a bad thing and is often even illegal, it can often be easy to recognize and to address. Unconscious bias, on the other hand, is more pernicious, for many reasons. First, because it is, by definition, unconscious, the individual with the unconscious bias is largely unaware of it. Therefore, removing or reducing that bias is relatively difficult and requires an increase in awareness of specific situations.



## Unconscious gender bias in the workplace

Unconscious gender bias is defined as unintentional and automatic mental associations based on gender, stemming from traditions, norms, values, culture and/or experience. Automatic associations feed into decision-making, enabling a quick assessment of an individual according to stereotypes.

For example:

Men business leaders not always treat their women colleagues/partners as equal in power and decision making;

Both men and women managers are twice as likely to hire a male candidate at job interviews;

Men are most likely to shake hands with male colleagues as a sign of respect or deal closure, rather than with same level women colleagues;

Women making suggestions in meetings can find that no-one responds, and their ideas go unheard. In many cases, a man in the room will later repeat those same ideas and have them acknowledged to general praise. This is often stays unnoticed by people in the room;

Women are often talked over or interrupted in meetings by men and other women. Men interrupt people about twice as often as women, and are three times as likely to interrupt women as other men;

Women are often judged on their appearance - either clothing, weight, attractiveness, or all of the above. Men are rarely judged by appearance, and their appearance is rarely seen as being correlated with competence;

Women are less likely to get credit during group projects, especially when working alongside men. When women try to claim the credit that is due to them, they are seen as “immodest” and less deserving of success than men who do the same;

Women tend to get promoted on performance, while men get promoted on potential;

Men often make business decisions in informal situations where they have access to the network through formal and informal personal ties, whereas for women it is difficult to enter that territory as they are not welcomed much;

Women with children are seen as less like “leadership material” and less dedicated to their jobs (the “motherhood penalty”); men with children are seen as better leaders (the “fatherhood bonus”);

While men are almost always initially introduced by their full and correct title during conferences/seminars and during kickoff meetings, women often have their titles dropped or misused (e.g. “Please welcome Nino”);

When women express anger in the workplace they are seen as volatile and emotionally unstable. When men express anger they are often seen as strong.

Such biases are also observed via language analysis. It’s true, job descriptions that specify the preferred gender of the ideal candidate are less common nowadays. However, even when a job description lacks overt sexism, it may replicate and reinforce gender stereotypes in subtle ways. For example, certain words are associated with common gender stereotypes, and these words can signal an unconscious gender bias. Research conducted in 2005 found an

association between women and adjectives such as 'emotional', 'mild', 'pleasant', 'sensitive', 'warm', 'affectionate' and 'friendly', and between men and adjectives such as 'dominant', 'achievement-oriented', 'ambitious', 'self-confident', 'rational', 'tough' and 'aggressive'. If leaders and job descriptions for leadership roles in an organization are described with words commonly associated with the male gender, such as 'dominant' and 'ambitious', then male applicants may benefit from an unconscious bias in their favour. Men would be regarded as a natural fit for the job, while the unconscious bias would work against women. Unconscious gender bias can exist in both individuals and organizations and it remains a significant barrier to women's career advancement. Only after these barriers are removed will women advance in large numbers to senior leadership positions and unleash full entrepreneurial potential. It's the only way to achieve a more diverse, inclusive and balanced society around us.

## About the Client **VISA**

Visa is one of the most recognized global financial services brands. Visa facilitates global commerce through the transfer of value and information among financial institutions, merchants, consumers, businesses and government entities. Visa enables individuals, businesses and economies to thrive and believes that women power economies around the world are a driving force in the creation of new businesses and economic progress. In order to bridge the gap Visa has already introduced specific educational and business transformational platforms in support of female business leaders such as: "Female Founder Collective", "Women's World Banking" and "She's Next". Visa keeps introducing initiatives that help businesses to shape equal workplace opportunities. Visa is committed to using the full power of its network, brand and financial resources to put a spotlight on this growing economic force and help female entrepreneurs and business leaders achieve their dreams.

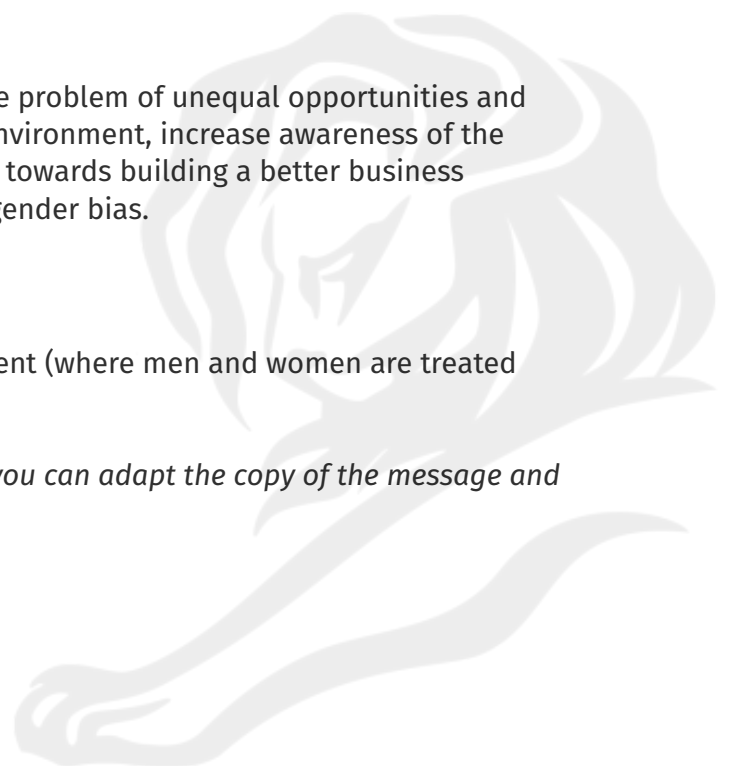
### The Task

Create a video content for Visa that will address the problem of unequal opportunities and unfair treatment towards women in the business environment, increase awareness of the cause and inspire/encourage viewers to contribute towards building a better business environment, free from conscious or unconscious gender bias.

### Key Message

Let's build a better/more equal business environment (where men and women are treated equally according to their skills and abilities).

*\*Note - As long as the meaning remains the same, you can adapt the copy of the message and use different wording to emphasize your idea.*



## **Target Audience**

Georgian Men and Women who are intensively involved in any kind of Business activities. Small and Medium sized business owners, Top Managers, Middle Managers, Workers, Interns...

These are individuals whose daily actions and work relationships form a business climate in the country. One incremental change in their behaviour can influence tens of other colleagues and cause a positive chain reaction.

## **Channels**

Video will be placed on Visa's social media channels: (Youtube, Facebook, LinkedIn, Instagram)

## **Tone of Voice**

- Inspiring
- Educational
- Persuasive

## **Additional Notes**

- While describing the business workplace we do not necessarily mean only a corporate office workplace with desks and laptops. It can be farms, manufacturing fabrics, cafes, shops, studios etc.

