



Beyond unconscious bias – how to really make workplaces inclusive

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THE
BEHAVIOURAL
INSIGHTS
TEAM



BIT

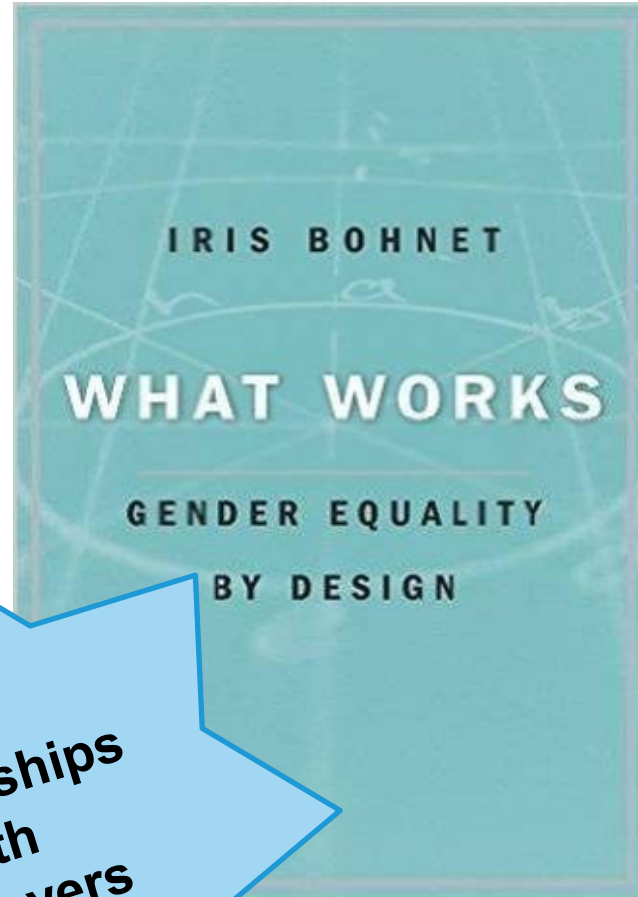
Since 2010, The Behavioural Insights Team has been supporting partners to design social impactful programs and policies that take into account how people actually behave, as opposed to how we wish they would behave.

Our mission

- drive behaviour change for greater gender equality
- create new evidence
- labour market focus

3 years +
£3million
research
funding

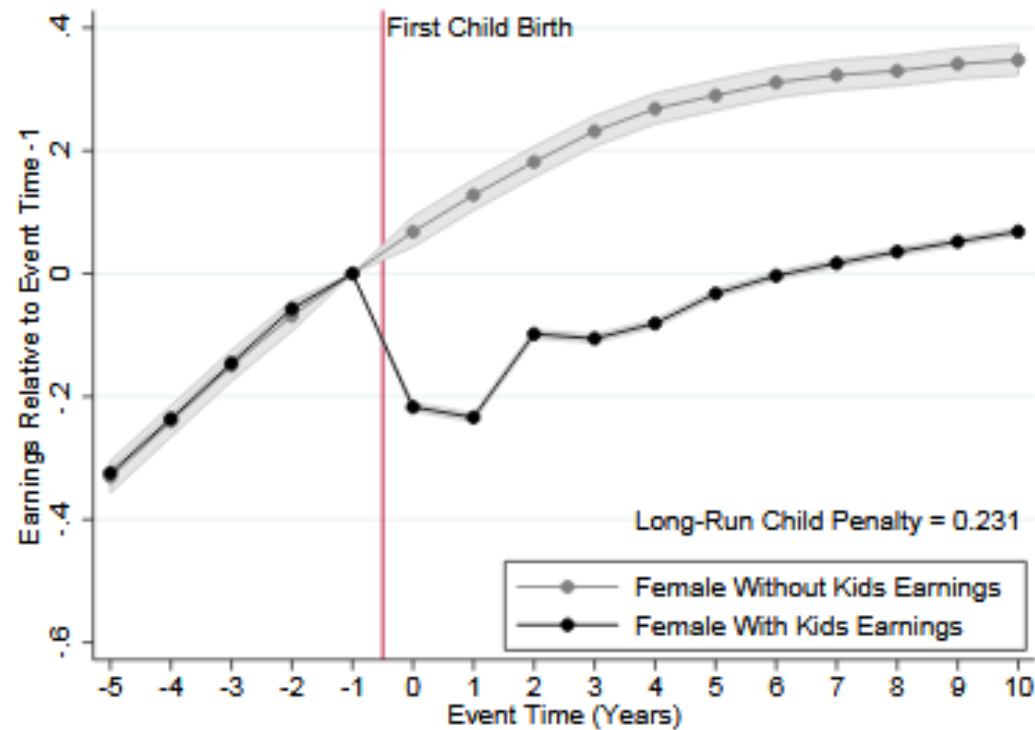
14+
partnerships
with
employers



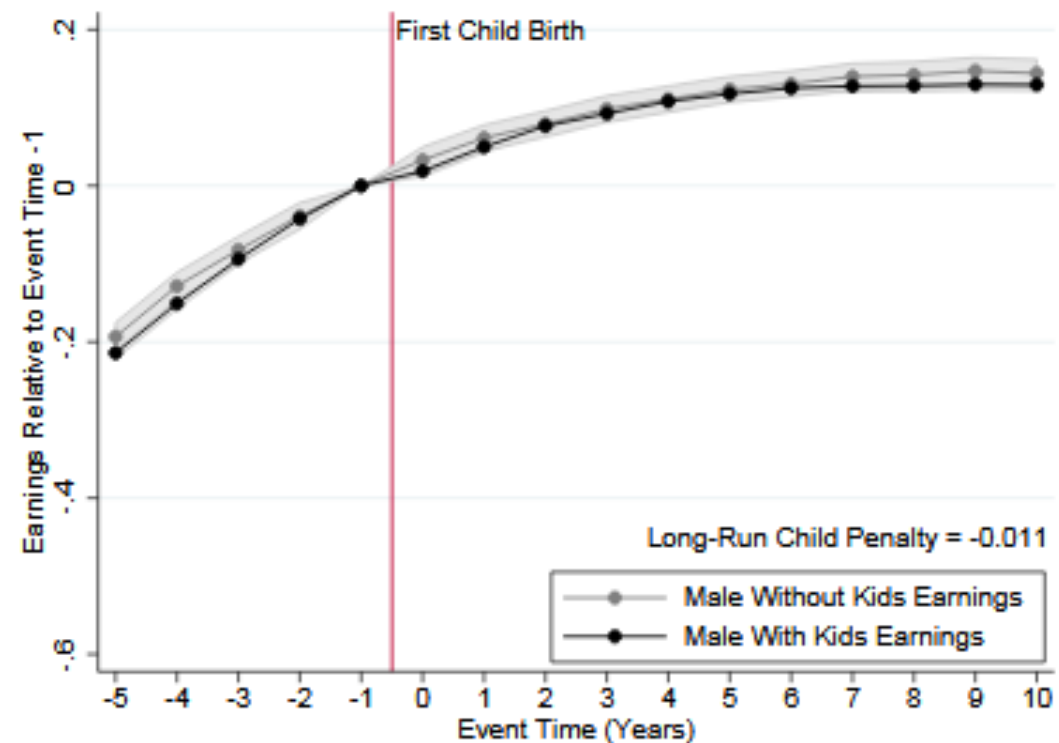
Starting with the data: The motherhood penalty



**A: Women Who Have Children vs Women Who Don't
Earnings Impact**



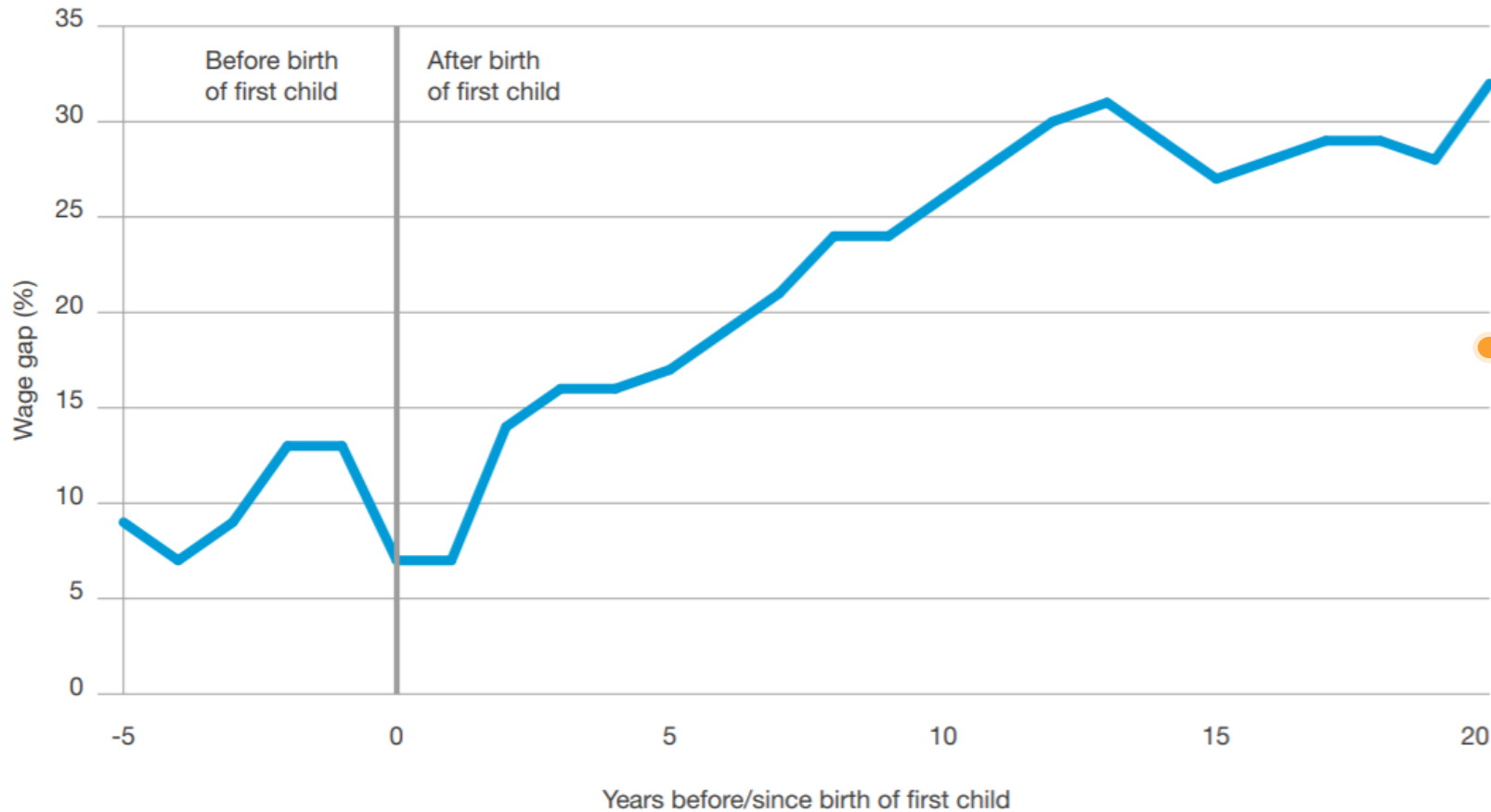
**B: Men Who Have Children vs Men Who Don't
Earnings Impact**



Starting with the data: The part-time penalty



Gender wage gap by time to/since birth of first child



If women and men worked part-time at the same rate

or

part-time workers were rewarded at equal rates to full-time workers,

the post-baby gap would halve

Work to be done to make part-time work the norm



Make part-time work
easier to offer and
find

Make part-time work
more attractive and
fair



Can we nudge employers to offer more flexible work?

90% of those looking for work prefer flexibility

...but only 10% of jobs offer flexibility in their job adverts



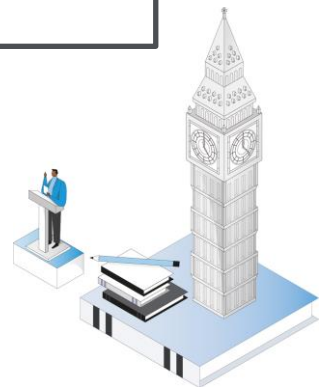
Half of our sample received prompted choice



All the fields below are optional, but including them may strengthen your job post.

What flexible working options would you consider for this role?

- Flexitime*
- Annualised hours*
- Work from home*
- Staggered hours*
- Job share*
- Phased retirement*
- Compressed hours*
- Part-time*
- Not offered*



Their job adverts looked like this



indeed®

Store manager

Pizza Palace – London

Apply

Salary: £28,000-£32,000 per year

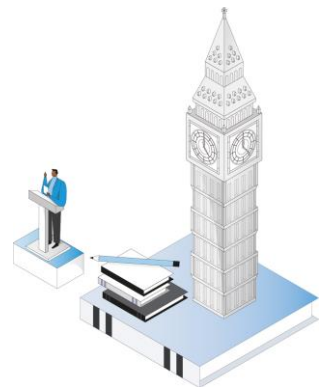
Job type: Full-time

Experience

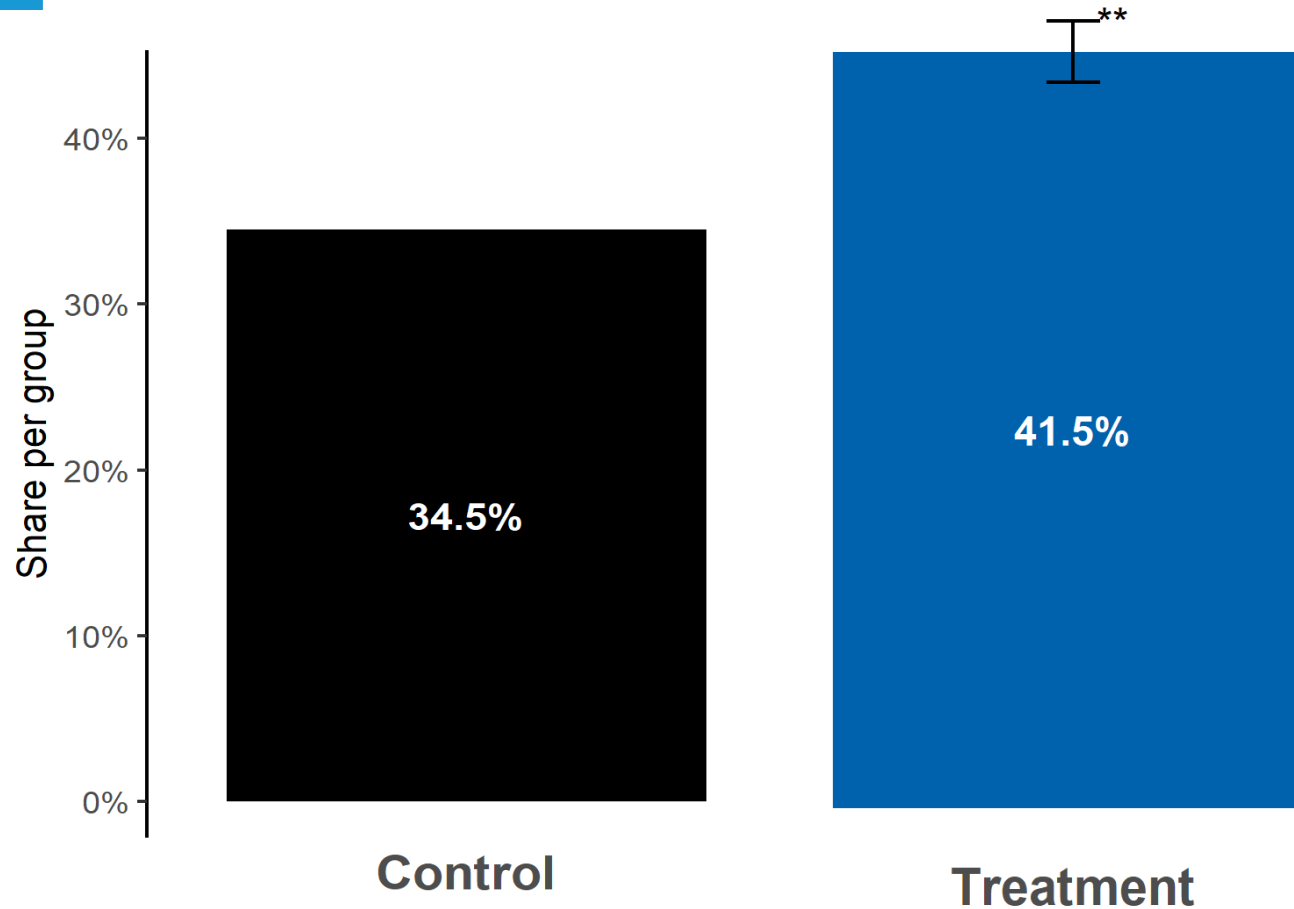
- *Management 1 year (preferred)*

Flexible working options available

- *Compressed hours*
- *Job share*



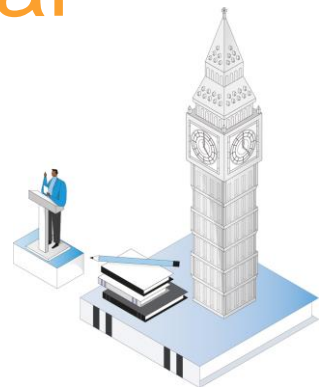
Prompted advertisers offered jobs with more flexibility



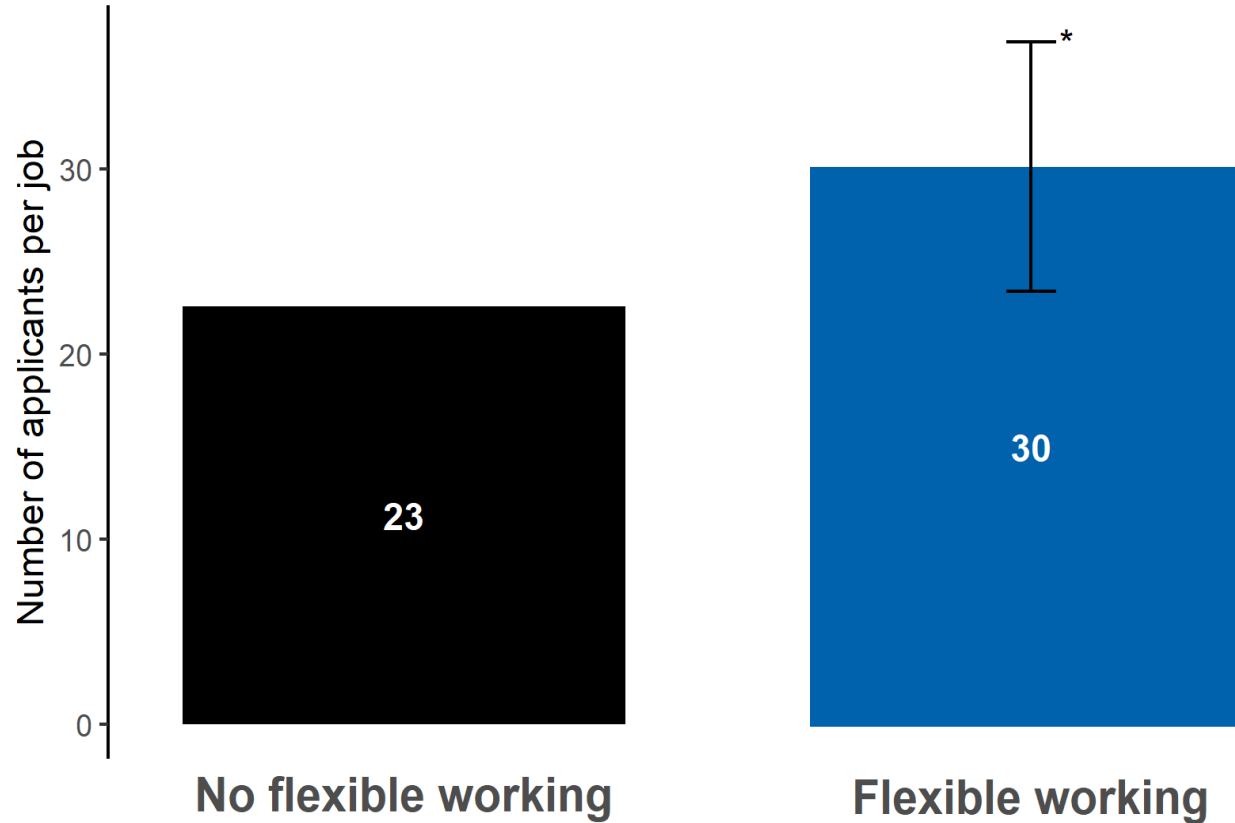
7pp (20%)
increase

174,000
more flexible
jobs per
year

N = 220282
** p<0.01, * p<0.05, + p<0.1

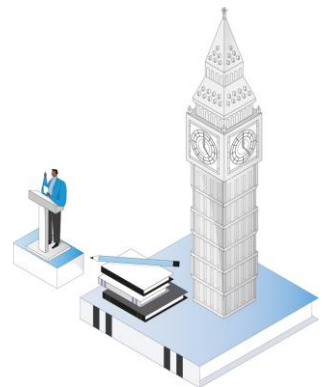


Job adverts with flexible working arrangements attracted more applicants



30%
increase

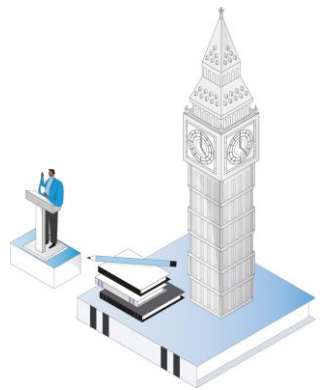
N = 220282
** p<0.01, * p<0.05, + p<0.1



So...



- Small nudges can encourage employers to advertise flexible working arrangements transparently
- Job adverts that offer flexibility are more attractive to candidates



What happens when flexibility is the default?



This role is available part-time, as a job-share, or full-time.

This is because we want the best people for our roles, and we recognise that sometimes those people aren't available full-time.



Can work and care become better balanced ?

Can part-time employees be rewarded more fairly?



Can the impact on women's careers of time out to care be reduced?



What supports men to take up parental leave?

Can we encourage men to work more part-time?



Questions?

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