

# Gender Diversity - After the crisis, don't fall back!

History reveals disruption doesn't automatically lead to organisational progress. As we adapt to the 'new normal', and begin to re-organise for a post-Covid world, it is more important than ever that organisations do not fall back on the progress in diversity they have made in recent years. Indeed, this isn't simply about diversity for diversity's sake – as we come out of this crisis, companies will need to have the greatest possible competitive edge.

Research shows that it is diverse teams that perform best, particularly those that are made up of at least 33% women. Companies that meet this threshold are shown to have a 25% increase in profits compared to those that don't. Organisations that underestimate how easy it is to regress after a crisis are at risk of losing this much-needed diversity dividend.

Here are three articles explaining what you need to do to ensure your organisation does not slip back and lose the advancements in diversity and inclusion you've worked so hard to achieve:

## 1. Why great female leadership and collaboration is not sustained when the dust settles:



Writing in The Independent, Margaret McDonagh applies the technique of regression analysis to explain why collaboration between the sexes during periods of threat and disruption are rarely sustained in the post-crisis recovery.

Click [HERE](#) to read the article.

## 2. In times of recession, blink and you'll lose your female talent pipeline:



Lorna Fitzsimons explains why, in her piece for People Management magazine, organisations need to avoid thoughtless restructures during difficult times and preserve the diversity of their workforce.

Click [HERE](#) to read the article.

### 3. Making organisations more resilient after Covid-19 - now is the time for HR Heroes:



During the 2010 Global Banking Crisis, finance professionals had to step forward. Now, a decade on, we need to hear from HR experts who are uniquely placed to lead us through this crisis. Two experienced industry professionals, Margaret Edge and Simon Linares, explain how we can build resilience in our organisations following COVID-19.

Read the article by clicking [HERE](#).

Progress is never inevitable, and often in times of crisis we regress to previous 'comfort zones'. At The Pipeline, we know that it will be those organisations that prioritise diversity that will spring out of the lockdown ready to rebuild faster and stronger than those who don't. Companies that allow their hard-won progress to slip will lose out on overall growth, and will be forced to address the issue again from a standing start.

If you'd like to protect your achievements and make even further improvements during the next few months please do get in touch by emailing [lorna@excepipeline.com](mailto:lorna@excepipeline.com)