

WOMEN EMPOWERMENT IN THE WORKPLACE

Having recently celebrated International Women's Day 2020, it's the perfect time to examine the Middle East marketplace and learn what organizations are doing to support and empower women.

Canon partnered with YouGov to conduct a survey exploring the attitudes to women empowerment in the workplace.

SOME RESULTS WE SAW:



83%

say they have noticed an improvement in diversity and gender balance at work in the past 5 to 10 years



77%

believe their organization is already doing enough to support women at work



64%

believe females in the region are well represented in the boardroom

Benefits that have been introduced for a greater work-life balance



Flexible working arrangements



Training programs



Fair parental leave

Alongside the survey, Canon has also launched an internal program to support female empowerment - SHE Rise.

“Our SHE Rise campaign has been designed with women empowerment front of mind, timed around International Women's Day this year, and is testament to our ongoing commitment to females and their advancement,”

Veronica Juul-Nyholm, Human Resources Director
Canon Middle East and Central and North Africa

SHE Rise involves inspirational talks from female leaders within the organization, as well as training, mentoring and feedback sessions – all of which are designed to promote, support and empower women in the workplace.

HOW DOES IT WORK?

1. 10 to 15 women at Canon will benefit from personalized coaching and training sessions.

2. roll out a multi-stage campaign to help accelerate equality and support the career goals of many more women across the business.



Focus on the delivery of talks and mentorship for young females working in the organization



Goal to support women to enhance their skills and not just perform in their roles but excel

From the first International Women's Day back in 1911 right through to today, women in business are becoming more empowered and supported every year – and the only way is up.