

CIPD Members Event

Sunday, 21 October 2018



‘The missing talent’: the lack of opportunity & flexible work for women

**Louise Karim, Managing Director,
Mums@Work**

A modern office interior with a high ceiling, concrete pillars, and large windows. The space is furnished with wooden desks, black office chairs, and several potted plants. A large red semi-transparent rectangle is overlaid on the left side of the image, containing the title text.

ATTRACTING & RETAINING FEMALE TALENT

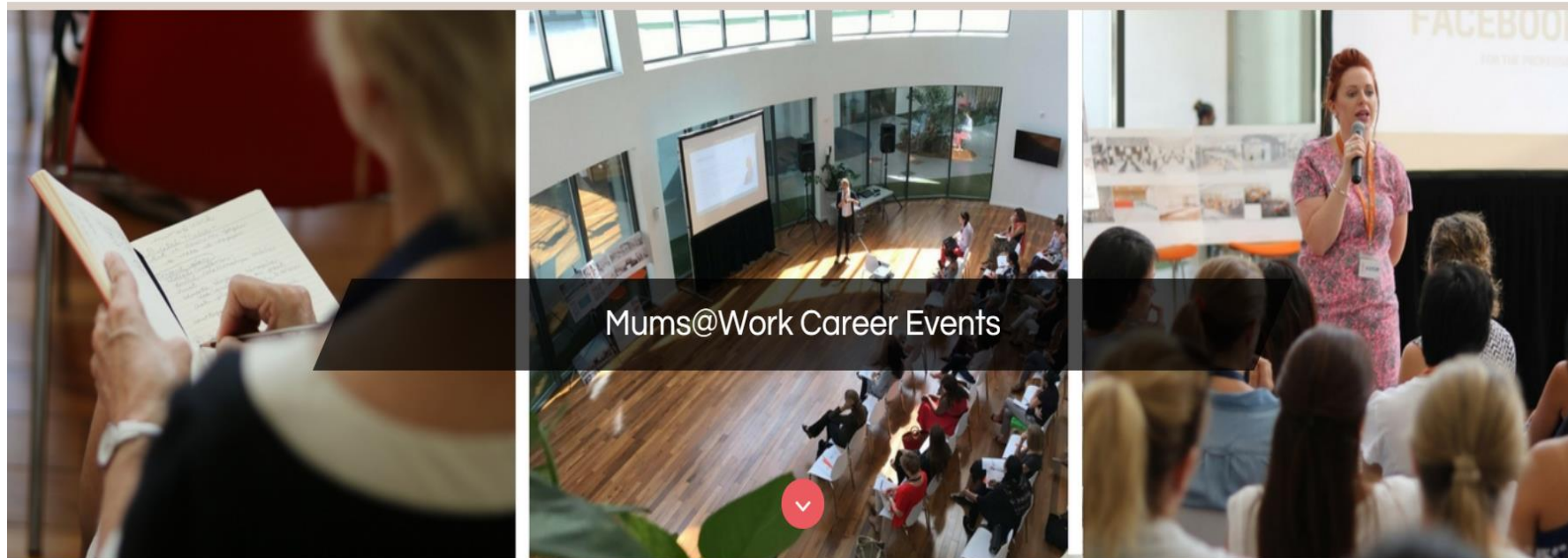
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- *Communications expert with 15 years Digital and PR experience*
- *Mum of two boys*
- *Wife*
- *Managing Director of Mums@Work*
- *Marathon Runner!*



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Mums@Work Career Events

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Our Community



75,000 women in
Mums@Work community



100,000 website hits a
month



Diverse mix of nationalities



Broad range of experience
across all industries

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Overall

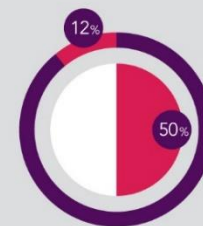


Women make up approximately 26% of regional organisations' total workforce, against a global average of 40%



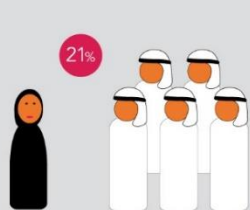
Over half (55%) state that proactive efforts are currently being undertaken to improve gender diversity

Signal of positive change

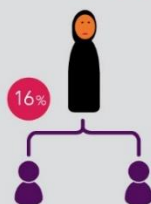


With 23% of respondents saying their executive board is made up of 30% or more women and 12% of respondents confirming 50% or more of their board are women

Managerial and leadership positions held by women



21% of management or mid-management positions



16% of senior management positions



15% of executive board positions

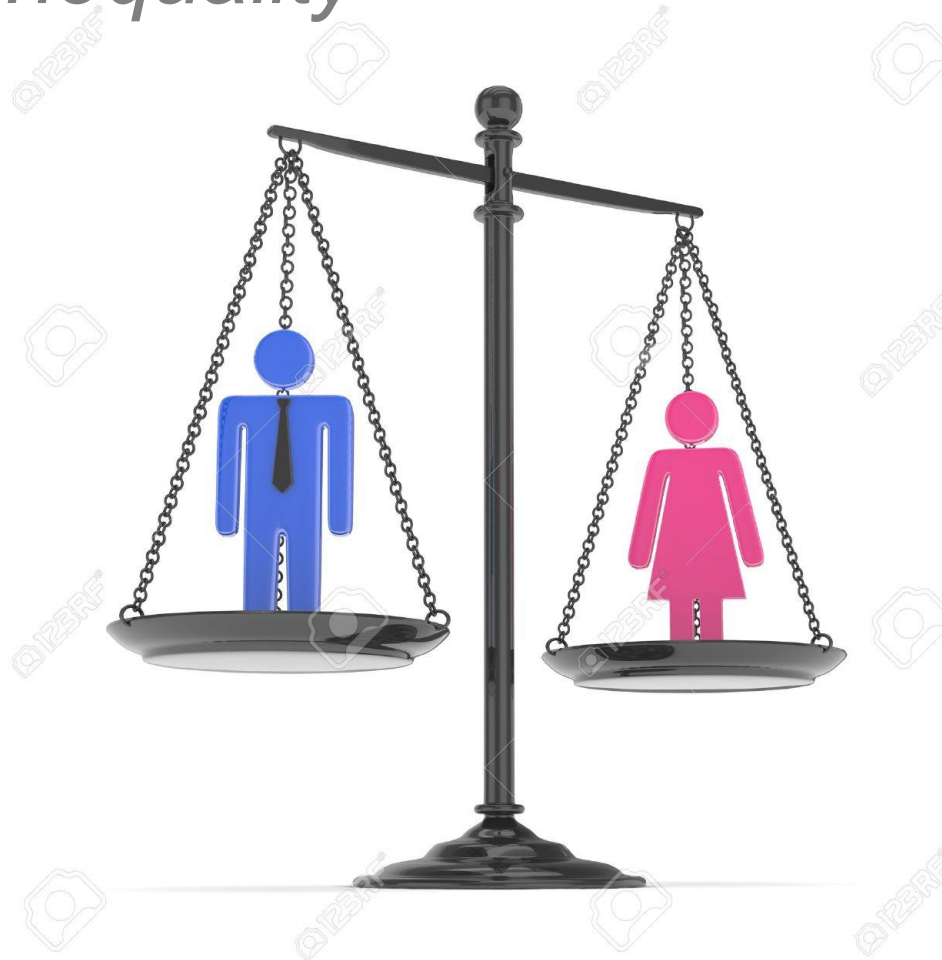


18% of organisations cited the number of women in Executive Board roles had increased in the last year

The UAE currently stands at 124th from 140 globally on Gender parity. The UAE Gender Balance Council states key priorities is for the UAE to be placed with the top 25 globally by 2021

Gender Balance Report

Gender Inequality



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\$28 trillion could be added to the global economy if women participated in the workforce or at par with men

McKinsey & Company

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Diversity in the workplace

- *Ideas and innovation*
- *Strong Employer brand*
- *Retention of talent*
- *Stronger commercial results*



Attracting and Retaining female talent

- *Flexible, part-time and agile working*
- *Training to shift negative cultural blocks*
- *Internal community support*
- *Mentorship, coaching and career path planning*
- *Programs to support returnees – Returnships*

Case Study

The Rise of the Returnship

Returnships

- Increase *mid to senior* level women in the business
- Provide support for projects on a *temporary* basis
- Positioning your business as a *Diversity and Inclusion* leader
- *Employer branding*– attracting a more diverse workforce
- A cost effective way of *attracting great talent* into your workforce



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Return to work successes

- **20** business have taken part in our Returnship program in UAE
- **30** returnships placements have been completed or are in process
- From returnships completed to date, a **70%** conversion to permanent employment
- All roles **mid to senior** in level



Any Questions?

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for experts in the world of work.

April 10-11, 2019 | Grosvenor House, Dubai