

*the quiet revolution*



**GENDER DIVERSITY IN THE  
MODERN WORKPLACE**

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## Without consciously realising it you're part of a movement



A movement that has been silently gaining momentum, revolutionising the modern workplace and challenging the traditional corporate business model that we all try desperately to fit in to, but rarely succeed. (You know the one, defined by men well before us women entered the workforce?)

**Well the times, they are a-changing.** I am one of thousands of women who have been leaving the corporate workforce in droves over the past few years. It isn't because of job dissatisfaction, and it isn't about unequal pay.

What it is about is flexibility – the flexibility to redefine the 'rules' about what it takes to succeed. To politely turn down the corporate model that rewards an 'anytime, anywhere' mentality while supposing a linear career path with no space for career breaks. To enjoy a fulfilling career and be a caregiver, without having to choose between the two.

Yes, there have been a myriad of social policies and government initiatives put in place to support women, but they are consistently undermined by the corporate model in practice.

Thankfully, many of us have given up on the idea of smashing the ever-present glass ceiling. We are fighting a losing battle – how can we smash through when the pillars supporting it have been historically defined by men?

**The quiet revolution.** Being a creative bunch, us chicks are instead focusing on redefining the framework by launching ourselves into small business careers. With the number of women actively pursuing entrepreneurial activities on their terms, small business is evolving. We are actively redefining the 'rules' about what is required to succeed, and establishing our own flourishing career paths via inspired entrepreneurship.

Women are starting small businesses at twice the rate of men. This shift in focus is evidenced by a number of factors. New business owners are twice as likely to be female than male. At the same time, the statistical data around women participating in the corporate workforce has stagnated in the last decade, with a negligible change in not only the number of females

in executive ranks, but also our income. Alarming, statistics show that women have to work an additional 64 days per year to earn what the average man took home the previous financial year.

**Managing a career and family responsibilities** I'm not assuming that all women absolutely love (and want) parenthood. I'm also not assuming that all women don't want to be a 'full-time mum' (ignoring the obvious implication here that a full-time mum does more than I do as a 'part-time' mum). What I am arguing for is choice – I wanted the opportunity to have both. I wanted to pursue a career in an industry I love and retain a sense of 'me', but I also wanted to spend time with my daughter when she was young, be an actively-involved parent when she went to school, and care for my mum when she became ill. These 'wants' just didn't reconcile well with the male-oriented corporate model which likes to be seen to offer flexibility, but is unable to redefine its own policies and belief systems to genuinely accommodate it.

**Creating our own adventure.** There has never been a better time for women to embrace this revolution and create their own adventure. The internet has enabled tens of thousands of women worldwide to start their own business, communicate with peers, sell their wares and promote their talents. No longer do we have to hope that we will be 'picked' by those with power sitting behind their over-sized mahogany desks – we have taken that power back and are actively creating our own vibrant, intoxicating career opportunities.

**So what does gender diversity look like in the modern workplace?** It looks just like you and me. Everyday chicks who have the courage to redefine the rules of business and lead this (very necessary) entrepreneurial revolution.

Instead of waiting patiently in line to be picked on the team for someone else, we're choosing our own adventure.

**We're strong, we're smart and we're savvy** and together we're building a whole new entrepreneurial framework, one glorious pillar at a time.