



TARGET  
GENDER  
EQUALITY



## Target Gender Equality – Case Study Series – Capgemini India

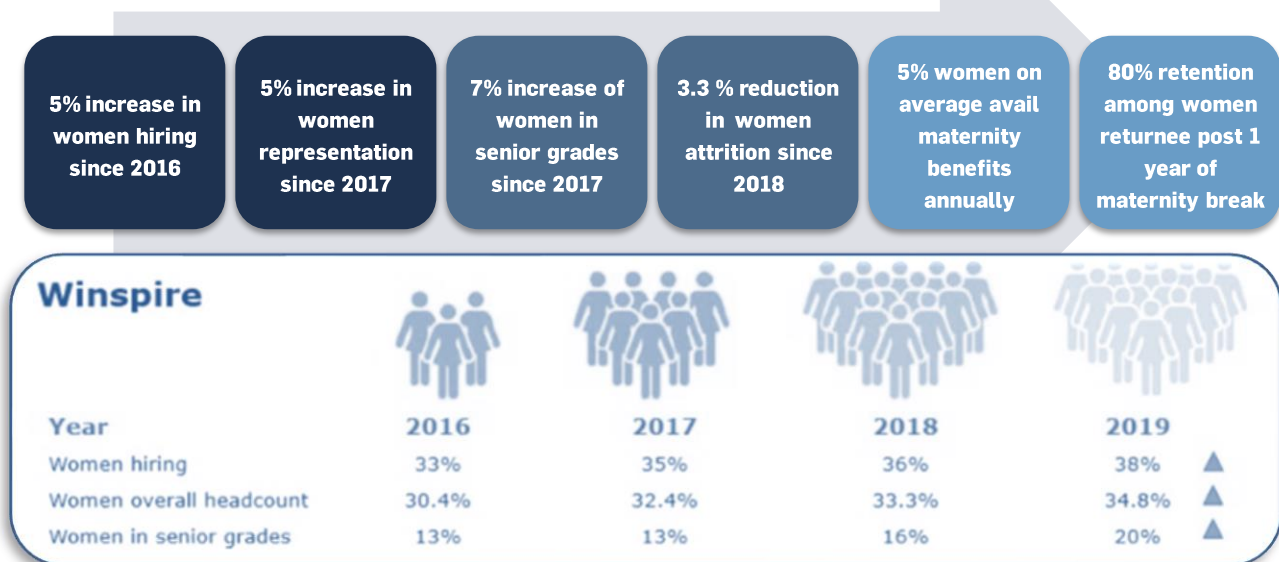
“We are injecting greater urgency into our efforts to tackle gender imbalances in the workplace, by disrupting the status quo on gender hiring trends and becoming a talent magnet in the new normal. We take pride in investing in programmes and policies that support family needs so our employees can be their best at work and in life, through flexible working conditions and childcare support.”

Quick facts: Capgemini – India – IT Service Management – 265,000+ Employees globally

Target: Advancing Gender Balance and ensuring Happiness and Well-being of our colleagues

Date Set: 2021

Progress Made:



What is driving your company's ambition to advance gender equality?

“Diversity is an engine for robust growth. Having a diverse workforce gives an organization the benefit of different perspectives that can power business growth. At Capgemini, we strongly believe and practice this philosophy. We also believe that by having more women across our ranks, we are more likely to be an empathetic organization and be even more effective in corporate philanthropy and have higher-quality corporate social responsibility initiatives, all factors that are very important for our communities.



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What are concrete actions your company is taking to reach your target and help move the needle on women's representation and leadership?

- **Focusing on career development:** We have launched WiTI (Women in Tech India) to inspire, empower and equip women to understand the dynamics surrounding leadership and build a purposeful plan for career development to take charge of our career for important causes and reasons with more conviction and confidence. By making the promotion process more transparent, distributing meaningful assignments equitably, and opening up the right networks for women, we attract more and more women in the technology space and build a diverse, talented cohort of leaders.
- **Proactively tackling bias:** As a strongly non-hierarchical business in over 50 countries, with over 100 languages spoken, we benefit from a truly diverse mix of cultures and ethnicities. However, this also brings along potential biases, which is why we conduct sessions on "Culture Brain and Bias" to acknowledge and address bias. In workshops, participants explore how limiting beliefs can affect inclusivity while using interactive exercises on everyday workplace situations. Through a co-created safe space, we see how complex dynamics play-out and its effects on communication, engagement and the organization's culture.
- **Tracking Impact:** We rigorously review and update our diversity and inclusion initiatives. Impact of our practices include the following:
  - Improved engagement at the team and sub-unit levels
  - Reduced stress related absenteeism
  - Increased work-life integration through mindfulness
  - Boosted social well-being at work and higher morale (more positive emotions)
  - Less distress and higher job satisfaction
  - Increased productivity, on and before time delivery of projects
  - Improved client satisfaction and enhanced cooperation with our existing partners
  - Significant increase in positive reviews and ratings across social media channels like Glassdoor, LinkedIn, Facebook, Twitter and Instagram
  - The engagement score in the employee listening tool (Pulse) has reached its record high since its launch, even in these unprecedented times.
  - The India region has received the best ratings on most of the parameters and positive comments in terms of employee engagement and care for its employees within the Capgemini group.

What is one lesson or pitfall to avoid that other companies could learn from?

Staying adaptive. We truly believe in "People First" and during these unprecedented times, our focus is on the health and wellbeing of our colleagues and their families. Along with the various Contingency Response Programmes - we curated "Happiness & Well-being" as the fifth dimension of our inclusion agenda to enhance the experience of our people and staff, along with advancing gender balance, embracing abilities, driving LGBTQ+ inclusion and multiculturalism.