



TARRA



The State of Women in Business SOLUTIONS TO THE SHECESSION

Feb 9th | 11:30 - 1:00 (virtual)

Live Stream

**Watch the CWCC + TARRA State of Women in Business
Livestream: <https://bit.ly/3HIHZpr>**

Resources:

Lean IN: [The State of Black Women in Corporate America](#)

McKinsey & Company: [Women in the Workplace 2021](#) (You can download the full 62 page report from this article)

News from Sponsors and Panelists:

1. CEO & Founder of Guild Education – [News from Macy on educational program](#)
2. Amazon - [Black Business Accelerator](#)
3. Amazon - [Small Business Academy](#)
4. ICONI Leggings – [Website](#) & found on [Amazon plus](#), watch the [Amazon spotlight video about ICONI](#).
5. VF Corporation – [Inclusion Diversity Equity & Action Annual Report](#)

Podcast: [No One is Coming to Save us](#)

Politico Article: [The Result of the “Mommy Tracked”](#)

Policy Overviews:

1. [Resources on Pay Equity Law](#)
2. Overview of [Paid Family & Medical Leave Insurance Program](#)
3. Governor Polis News on [Business Filing Fees](#)

In the News!

4. Colorado Springs Business Journal – [CWCC + TARRA Discuss Pandemic Challenges for Working Women](#)

Continued...

Highlights From the Chat:

DEI INITIATIVES

- Construction and other industries keep saying how do we recruit women? let's now talk about RETAINING, from flexibility, to understand that women (single or married) take care of more than themselves.
- Representation matters, when women are promoted to leadership we can really retain their talent. For some women they are the first ones to be in higher management positions so they need mentorship.
- We get the DEI, EDI, IDEA, but let's now add the B - Belonging. You can bring diverse talent, give them voice but if they don't feel welcome or part of the team is just going with the motion.
 - In response: Yes! It's the difference between being asked to the party and being asked to dance after you arrive.
 - So well said. And sometimes takes time to feel comfortable to dance but keep asking.
 - Giving someone a seat, invite them to the room is not the same of being welcome, feeling included.
- In my career, I have seen great things come from Employee Resource Groups!
 - Key to include men in your women ERG / Affinity groups as they get to hear and learn the issues. To advocate for their females colleagues in different forums.
- The Women's Empowerment council sounds like a great idea to get on the Executives radar!

BUSINESS RESOURCES

- Small business trainings and education/coaching would be so valuable to offer programs to support all employees through a grant of some sort and maybe once education is complete part of the grant is.
- Really appreciate the funding aspect. FirstBank has been a great partner for me. And I appreciate all that Colorado Lending Source does from programs

to programming.

- Denver Economic Development & Opportunity is a great resource! To learn more - carrie.singer@denvergov.org or <https://www.denvergov.org/Government/Agencies-Departments-Offices/Agencies-Departments-O>
- How do we support immigrant women who want to start a business? language barrier, not knowing what is available prevents them to access these opportunities.
- Are you familiar with the Center for Community Wealth Building? They are doing great things with Coops. <https://www.communitywealthbuilding.org/>
- A solution for the State of Colorado: establish small / women owned program for state procurement opportunities.
- Denver Public Library and Douglas County Library offers FREE small business research too. Stats on your industry and all.
- Here's one resource: <https://www.coloradosbdc.org/>
- Interesting thought to apply for everything we can as small business owners. This is fabulous info.
 - Agree! Look into M/WBE and SBE Certifications - these are the tools agencies use to help create a leveled playing field.
 - RTD, CCD , CDOT, PTAC offer complimentary guidance.
- This has been extremely helpful in identifying resources! I can't write fast enough...so many good ideas.

EQUAL PAY FOR EQUAL WORK ACT

- Equal Pay for Equal Work has been incredible. in the Denver Marketing Mavens Facebook group, they cite the Equal Pay Act and remove any job posting that doesn't include pay range!
- Equal Pay for Equal Work! Woot!
- As a small business owner who values their employees, we were excited to vote for that bill. It will impact our business model slightly but overall will support our employees.

- Interesting article re: unintended consequences re: the new law: <https://www.wsj.com/articles/many-companies-want-remote-workersexcept-from-colorado-11623937649>
- I've been seeing that too. More companies listing remote jobs to avoid the pay transparency. As more states adopt these policies, they can't hide with remote jobs forever.
- I've heard multiple companies say you can't use places like GlassDoor, they use private groups to research salaries, but HR is not sharing what they find. How do we make this more public?

WORKING PARENTS/BREASTFEEDING/CHILDCARE

- My kiddo is in the Beehive daycare @ Guild - so grateful to work for a company that has such an amazing benefit for employees!
- Would love to see how we could expand that benefit to our company to offer something or partner with a day care center.....it is needed.
- Partnering with a Daycare service or providing this resource at the office is so needed and creates peace of mind for working mothers.
- Reach out to Executives Partnering to Invest in Children if you are business leader and you want to get involved in advocacy for early care and education!
- We are so grateful for Guild Education to take the lead in providing onsite child care!! <https://www.youtube.com/watch?v=Yoib6zDOPyw&t=97s>
- My kids' dad had an amazing benefit. Whenever one of our kids will get sick, we could request a nurse/babysitter to come to our home and stay with her/his and we were able to go to work.
- Love the note about signaling pumping on slack and needed that time!
 - +1 on normalizing breastfeeding
- The middle ground of business owner, taking care of kids AND now adding taking care of parents it SO HARD...
- Childcare: <https://denver.cbslocal.com/2022/02/02/child-care-waitlist-colorado-state-lawmakers/>

- Check out what our non-profit is doing to help Colorado increase access to child care! <https://co.chalkbeat.org/2022/2/1/22913443/colorado-employer-provided-child-care>
- Podcast recommendation: No One Is Coming To Save Us: <https://podcasts.apple.com/us/podcast/introducing-no-one-is-coming-to-save-us/id1566218532?i=1000520354921>
- How can we help change the current U.S. culture in which women are the "default" to stay home from work and become the caregiver (as opposed to partner), which is especially prevalent in the pandemic?
- Reach out to Executives Partnering to Invest in Children if you are business leader and you want to get involved in advocacy for early care and education!

AGEISM

- How are they addressing age? Gendered ageism is beyond an issue for women over 40 and 50.
- Ageism you nailed it. Less leadership opportunities for women once they hit an age milestone.
- Of the companies WITH DEI initiatives, only 8% have age included.
- There is significant data that shows those fears are founded in terms of qualified women being passed by for jobs based on age discrimination.
- In a former company I worked for I was part of a hiring panel and someone said "well aren't they going to retire soon?" about someone who had applied. Opened my eyes to the ageism folks experience.
- No! They're applying for a reason and for many of us, we're just getting started in life (again). it's the next chapter and they wanted that position for a reason.
- When I was on the deciding committee for hiring a few positions, I hired 2 women that were on family sabbatical for 7 years. They had awesome skills + could learn tech. Great hires!
- House Bill 22-1035: Modernization of the Older Coloradan's Act was discussed in the House today. I encourage you all to watch the next steps of this bill as it is attempting to tackle ageism issues! <https://leg.colorado.gov/bills/hb22->

1035

- Also find a way to stay connected in the chamber or respective trade association advocacy issues and don't be afraid to go and testify... your voice is important. it is so easy now that they make testifying virtual too. Issues go unnoticed until they become a bill.
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FLEXIBILITY AT WORK

- I achieved and accomplished the most when I had a manager who gave me autonomy and trusted I would get the work done. I was quickly demotivated by micromanaging managers.
- Hybrid is so much more productive! Love that we are back in person for some of the time and hybrid. Need to have guardrails and CLEAR expectations for all team members.
- We are a 100% remote (& women-led) company, and I LOVE hearing remote work become more normalized. We stay engaged on Slack + video meetings (zoom) several times/week. It works!
- I am ready for Hybrid work. I'm ready to get out of my house a couple times/week back to coworking. But appreciate flexibility at home too.
- Remote work is not available for all industries (construction - job sites) but knowing that there is a flexibility component helps.
- But as we are advocating for flexibility maybe a hybrid format to allow everyone to join on the option that works for them.
- Women not being able to be in person when meetings/conversations happen is hurting them too. Again, how we can change this narrative?
- Are companies doing their own pay studies? Or hiring that out?
- What are the top 3 things we should focus on to help improve diversity in the workplace? Are there 3 everyone could agree on?
- Would love to hear about how women are keeping teams moving forwards with their accountability strategies.
 - Slack / Asana / Zoom / Missive

- Jollity, my website design and management company
- We use Google Chat. We are heavily task based in SalesForce for many roles.

THAT'S A WRAP

- I am Inspired by these women - great examples of the power to ask. Let's commit as women to keep asking for help and taking it. **APPLY FOR EVERYTHING!!**
 - There is that word again - **ASK!!** Ask for what we need in all the ways and keep asking.
- Elevating women - yes. Love the Shine Theory!
- Thank you! What a great conversation!
- You are all amazing ladies!!! Thank you for leading the panel and the panelists!!!
- I need a standing ovation and clap emoticon here in this chat - Yes!! Yes!!
- Excited for this conversation but also overwhelmed of all that still needs to happen...