



*For Immediate Release*

## **GEN Launches First Standardized Certification for Gender Equity in the U.S. Workplace**

### **GEN Certification Recognizes Companies That Support Gender Equality**

SEATTLE — August 7, 2018 — GEN (Gender Equity Now) has launched the first data-driven, standardized certification for gender equity in the United States. Created by a consortium of award-winning data analysts, experts in the field of gender studies and a research team at the University of Washington, GEN Certification recognizes companies whose practices and processes support gender equality.

“We’re all aware of the issues around gender in the workplace,” said Sara Sanford, executive director of GEN. “What employees and employers both want now is clarity. They want benchmarks that go beyond good intentions.”

Sanford explains, “Employees want to know which workplaces are equity-centered so their talent will be valued on the same level as their peers’. Well-intentioned businesses want to know how to take the next meaningful step. The certification provides measurable, institutional change and rewards companies that are responsible to all their employees in the most fundamental, human way.”

The GEN methodology is comprehensive, incorporating survey responses from 50 states across a broad sampling of industries and employee cultural backgrounds. Evidence from behavioral science, people analytics and case studies focused on unconscious bias form the foundation for the first data-driven standard for U.S. workplace equity. While GEN completed its methodology for the Certification Assessment at the end of June, the survey remains available at [www.thinkgen.org](http://www.thinkgen.org). “The survey enables all employees to make their voices heard,” Sanford said. “We intend to keep it open and use the data to help workplaces evolve in alignment with a diversified workforce.”

Businesses that apply to be certified are audited across a rigorously derived set of sentiment indicators and process criteria. Businesses that rate on the spectrum of compliance can engage in processes of continuous improvement to achieve full certification.

#### **About GEN (Gender Equity Now)**

GEN, a nonprofit corporation in the State of Washington, creates aspirational business models to harness the full potential of all employees. GEN’s mission is to partner with conscious companies to elevate equity to a business imperative. Fiscally sponsored by Panorama Global, a 501(c)(3) nonprofit organization, GEN is based in Seattle. For more information: <http://www.thinkgen.org>.

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