



**GO-CX** / **22**  
**X-Management**

Avanzando en la Gestión de la Experiencia

# ¡BIENVENIDOS!



H Á P T I C A

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**Historias** con **tacto**

# GENDER INTELLIGENT SERVICES

LANDSCAPE, BEST PRACTICES & CALL TO ACTION

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Senior Associate, Gender Intelligence Group

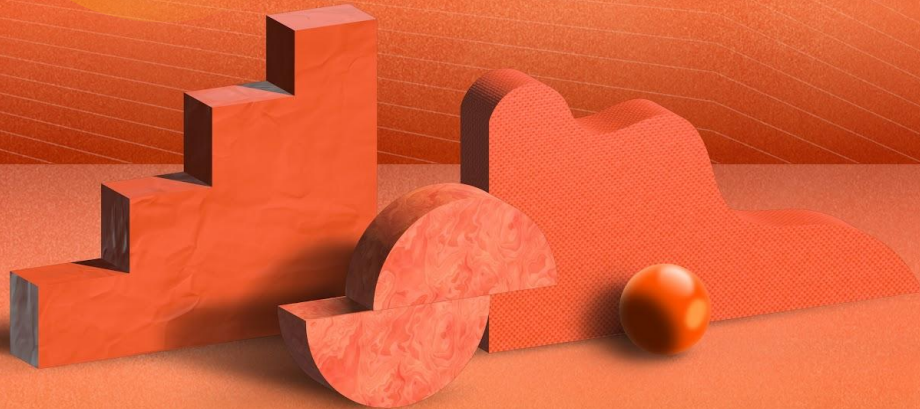
Professor, Hult International Business School



# AGENDA

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- 1. Introduction - Háptica**
- 2. Context - My GI Journey**
- 3. Core**
  - What is Gender Intelligence?
  - Driving Trends
  - What does GI mean for your business?
- 4. Call to Action - Essential Resources**





H Á P T I C A

**WE ARE HÁPTICA, A SERVICE DESIGN AND STRATEGIES CONSULTANT THAT FOR SEVEN (7) YEARS HAS DESIGNED SERVICES THAT TRANSFORM PEOPLE'S LIVES IN COLOMBIA AND LATIN AMERICA.**

**OUR FOCUS IS TO CREATE HUMAN CENTERED DESIGN SERVICES**



# MY UNORTHODOX JOURNEY



**CHANGE**<sup>x</sup>



**purpose**werx.

# MY GENDER INTELLIGENCE JOURNEY

## WHY I CARE



*Work with purpose driven companies and clients, driving and scaling fiercely empathetic human centered design and innovation.*

# GENDER INTELLIGENCE®

## WHAT IT IS

Understanding and appreciating the different and highly complementary tendencies and behaviors of men and women. ***And everyone in between.***

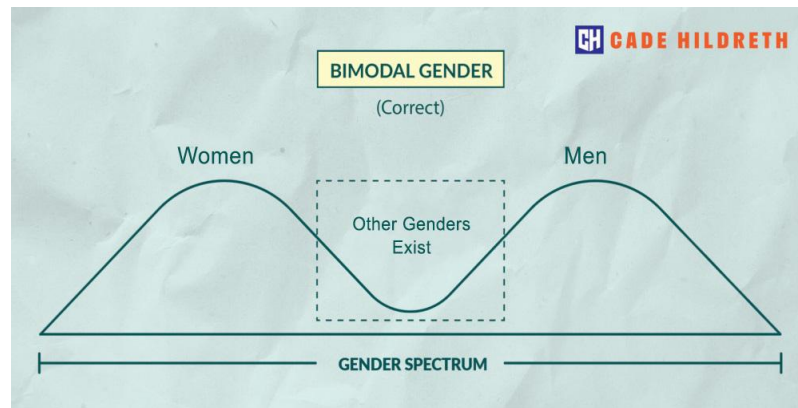
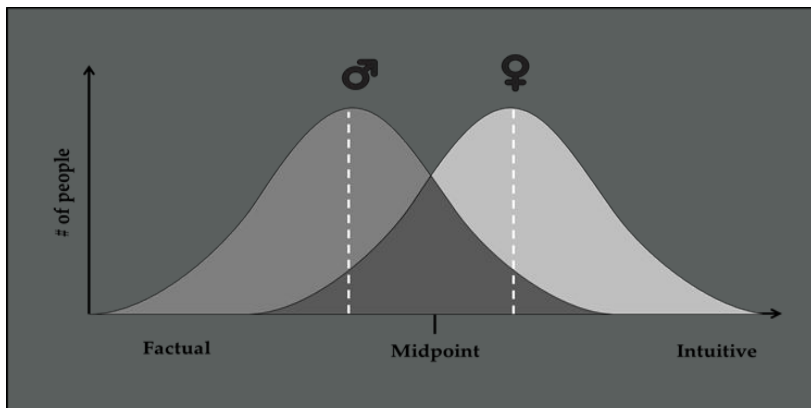
Attitudinal and behavioral differences informed by nature and influenced by culture, socialization.

**Fundamentally about honoring and valuing differences as strengths. Seeking to understand, not exclude.**





# GENDER AS A SPECTRUM



20 percent **one in five** exhibit tendencies more like the opposite gender.



**“Gender is the most powerful determinant of how we see the world and everything in it. It’s more significant than age, income, ethnicity, or geography.”**

Gender is often a blind spot for businesses, partially because the subject is not typically addressed in most undergraduate or graduate-level business courses, or the workplace itself.”

*- Bridget Brennan, CEO & Founder, Female Factor; Author, Thought Leader*



# GENDER BLINDSPOTS AT WORK

## BIAS, BLINDSPOTS, & ROADBLOCKS TO EFFECTIVE ENGAGEMENT

### INDIVIDUAL LEVEL

- Communicating
- Decision-making
- Managing stress
- Influence
- Work Life Balance

### ORGANIZATIONAL LEVEL

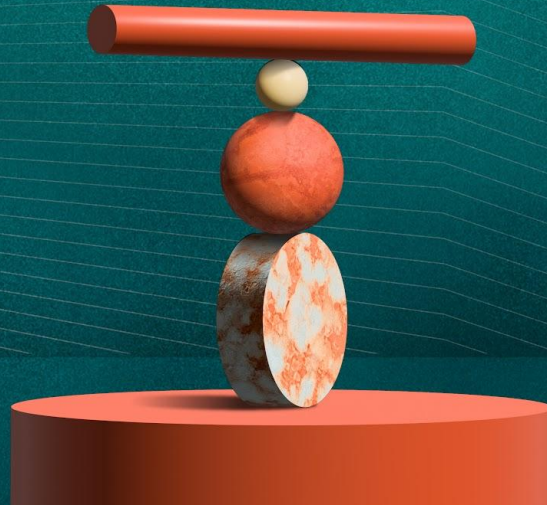
- Recruitment & Hiring
- Promotions & 360s
- Data & Market Research
- Internal & External Comms
- Physical & Digital Assets

Most organizations, processes, internal structures and the current work schedule were designed by men, for men. To the detriment of women and those who identify on the gender spectrum.

# DRIVING GENDER TRENDS OF NOTE

## WHAT TO WATCH

1. Gen Z & Gen Alpha
2. Shifting Masculinity Landscape
3. Growing Influence & Power of Women



# GEN Z

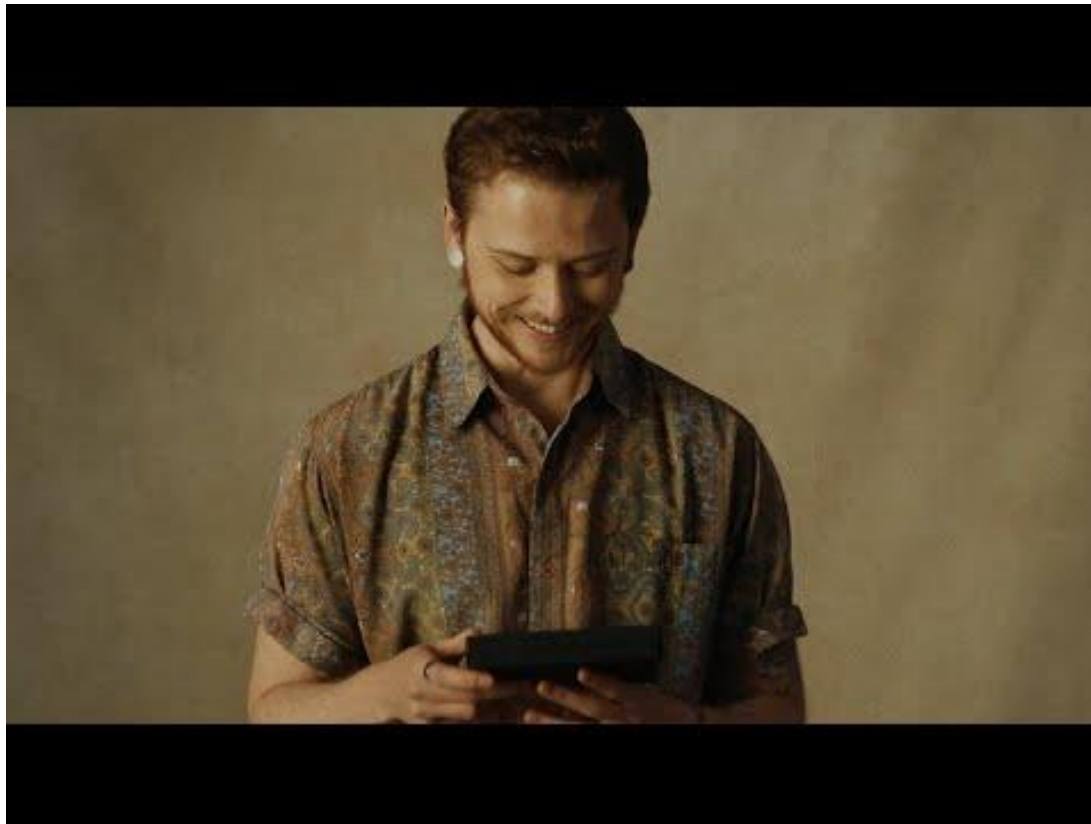
## WHAT TO WATCH

- 40% of the current global population. Just coming into adulthood.
- \$36b in disposable income
- Social Engagement -- Over 60% of TikTok users; 10.6 hours of engaging with online content every day.
- One in six adults in Generation Z consider themselves LGBTQ+
- 5.6% of U.S. adults identifying as LGBTQ+

- Generation most likely to know someone who uses gender-neutral pronouns.
- 59% of Gen Zers believe online forms that ask about gender should have gender-neutral options available.
- Expect greater acceptance and work to include people who identify as gender-neutral or gender fluid. Half of Gen Zers & Millennials think society is not accepting enough.

GALLUP®

Pew Research Center 



# GEN ALPHA & GENDER

## WHAT TO WATCH

Gen Alpha, 'Covid Kids' is the generation following Gen Z and currently includes all children born in or after 2010—the same year the iPad was born. The majority of this demographic is under 12 years of age, but the oldest of them will become teens in 2022.

20% decline in online engagement 8-15 yo

Social media highest after school, weekends and has surpassed TV and movies.

- Most diverse generation; racially, ethnically, gender
- Opinionated w/ strongly held POVs
- Increased choices breaks down barriers
- Most socially conscious generation w/ Gender Equity & Climate ranked extremely important
- 93% believe people should be accepted for who they are and treated fairly

**GW.**  
**HOTWIRE**

# Gen Alpha taking TikTok to a whole new level

Ranking of 13-15 year olds' favorite social media platforms



\*Among 14-15 year olds

? Which of these is your favorite to use?

📊 GWI Kids Q1 2021 & Q1 2022 👤 5,650 (Q1 2021) & 6,219 (Q2 2022) social media users aged 13-15 across 14 markets

**GWI.**



# REIMAGING ENGAGEMENT WITH GEN ALPHA

LEVERAGING A GENDER INTELLIGENT LENS



 gender spectrum



# SHIFTING MASCULINITY LANDSCAPE

REDEFINING WHAT IT MEANS TO BE A MAN

## THE BOY CRISIS IN AMERICA

THREE OR MORE BOYS COMMIT SUICIDE EVERY DAY

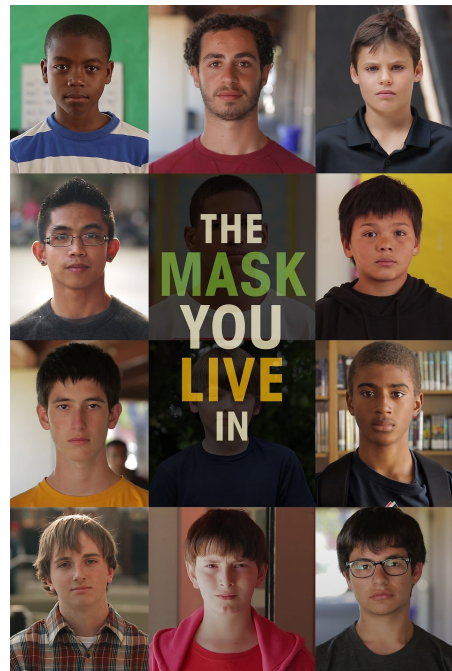
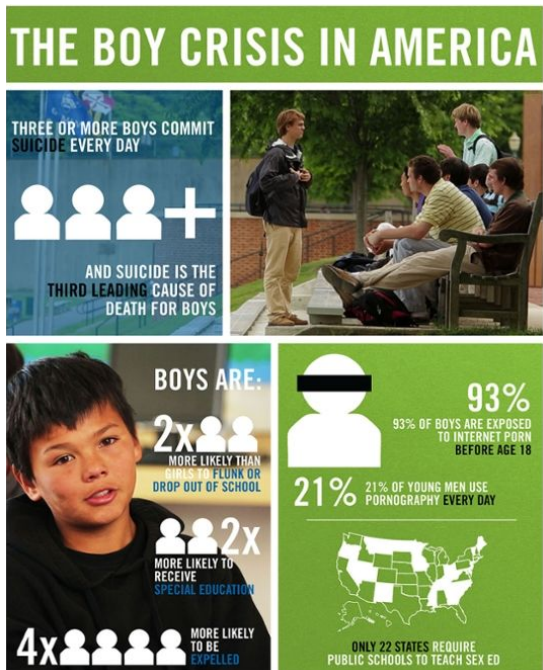
AND SUICIDE IS THE THIRD LEADING CAUSE OF DEATH FOR BOYS

BOYS ARE:  
2x MORE LIKELY THAN GIRLS TO FLUNK OR DROP OUT OF SCHOOL  
2x MORE LIKELY TO RECEIVE SPECIAL EDUCATION  
4x MORE LIKELY TO BE BULLIED

93% 93% OF BOYS ARE EXPOSED TO INTERNET PORN BEFORE AGE 18

21% 21% OF YOUNG MEN USE PORNOGRAPHY EVERY DAY

ONLY 22 STATES REQUIRE PUBLIC SCHOOLS TO TEACH SEX ED





# The Guardian

# GROWING INFLUENCE & POWER OF WOMEN

CONSUMERS, INFLUENCERS, ENTREPRENEURS



## **Women drive the majority of consumer spending.**

Women, on the daily, spend more time than men making economic decisions for their families -- from consumer goods to services. Women hold crucial purchasing power. In fact, **Women drive 70-80 percent of all consumer purchasing**, through a combination of their buying power and influence.

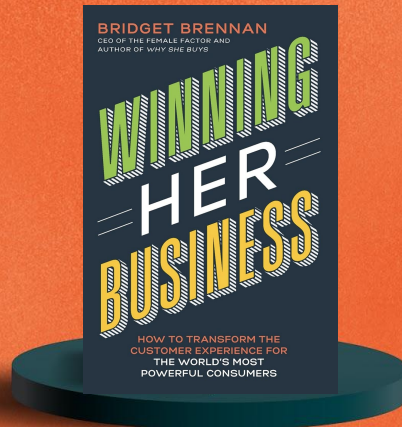
*- Amy Nelson, Founder & CEO of The Riveter*

“**Women are the gateway to everybody else.** They directly purchase or influence purchases for their families, extended families and within their circles of influence.

If the consumer economy had a sex, it would be female. Study women as you would a foreign market. Cultural differences dictate language, behaviors and perceptions.

**Service is a key differentiator.** Because women tend to have higher expectations for customer service, when you elevate the customer experience for women, you elevate it for everyone.”

– Bridget Brennan, CEO, Female Factor





## Women Are Leading Latin America's Fintech Revolution

Women are stepping up as fintech leaders, with five times as many female-founded fintechs as the global average.

In 2019, fintech received **31 percent** of the region's venture capital, and more than **35 percent** of Latin American fintech startups have female founders.

*-- Crunchbase, August 2020*



# THE NEED FOR MORE WOMEN IN FINANCIAL SERVICES

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“This industry is fundamentally about knowledge and empathy. [It’s about] helping families have possibilities...That’s when deep, empathetic people of all genders say, ‘That’s something I want to be a part of.’”

“We need more women in financial services because we need a woman’s perspective on how women are living today and what they’re concerned about. We need it as financial advisors and as senior decision-makers to make the best decision about the guidance we share with our clients and the products and services we want to build.”

*-Penny Pennington, CEO Edward Jones, September 2022*



**A drastic reimagining of gender identity is underway globally, one that will reshape our future.**

Companies with a gender intelligent lens especially with regard to product and service development, marketing, innovation, recruitment and retention...  
**will outperform, be more resilient and garner strategic advantage in the short and long term.**






# *Companies can't afford to ignore shifting gender norms.*

“...addressing new perceptions and realities around gender isn't simply about creating inclusive policies, changing internal information systems, or including pronouns in email signatures. It's about **understanding how gender is approached across the entire company** — from market research to customer experience to the products you sell. Organizations that respond to this change may start to **recognize the much bigger business opportunity in front of them: a chance to create products and experiences for a growing body of consumers that no longer buy into traditional conceptions of gender** and the stereotypical, binary classifications attached to it.”

*-Lisa Kenney, CEO, Reimagine Gender, HBR April 2020*



# GENDER INTELLIGENT STRATEGY

- **Driven by leadership.**
    - How gender intelligent is your C suite and board?
  - **Listening, learning from and adapting to your current and future customers at a deeper level. Rethinking your market research. Immersion essential.**
  - **Understanding, appreciating, and validating your employees and partners at a deeper level.**
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- **Beyond DEI, ESG, & HR.** Built into every aspect of the organization -- strategy, sales, marketing, product and service development, operations.
  - **Employing empathetic, human centered design** with a gender intelligent lens for all product & service development, comms and marketing.

# Gender intelligent businesses do three things differently

**LISTEN, LEARN, THEN LEAD**

In that order. Every time.

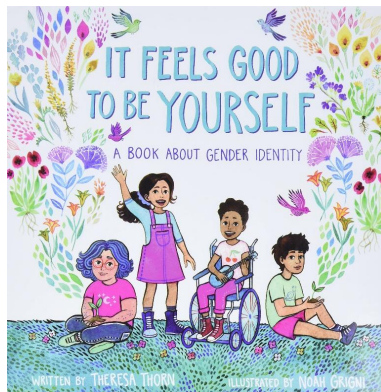
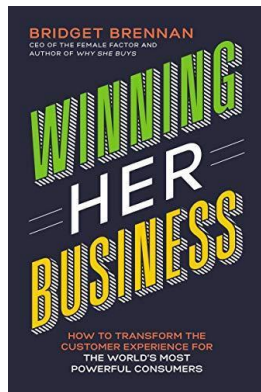
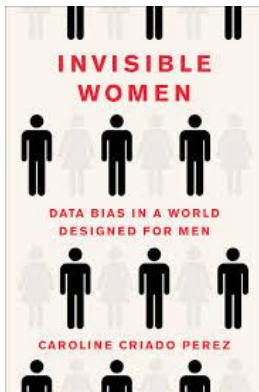
They engage gender intelligent strategy and design partners to lead their GI efforts in a thoughtful, prescriptive way.

Essential Question:

*Are we being gender intelligent about this?*



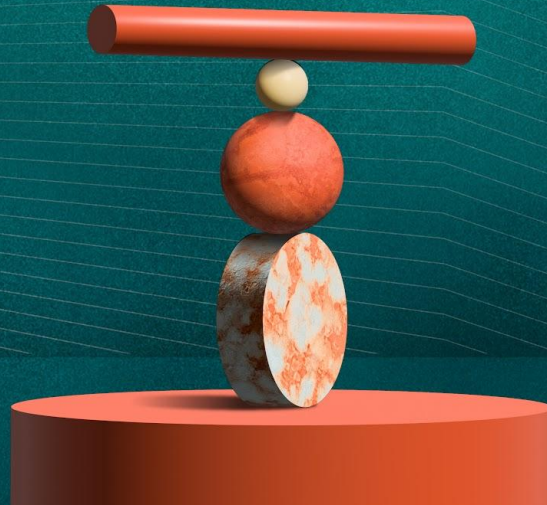
# GENDER INTELLIGENCE RESOURCES



bias

If you're human, you're biased. Now what?

# A GENDER INTELLIGENCE CALL TO ACTION



# A GENDER INTELLIGENCE CALL TO ACTION

## SIMPLE IS SMART

- Be open to initiating the conversation in your organizations, in your communities and spheres of influence, in your own home. **Just start.**
- Be open to going deeper and seeking to understand...initiate consistent listening efforts, host on going masterclasses, deep dives for your senior leadership, employees, and within your communities.
- Be open to listening and learning from our kids, **Gen Z & Gen Alpha.** They are your future customers and employees.
- **Don't try to boil the ocean.** Building gender intelligence requires a long view and takes time to develop.



# GENDER INTELLIGENCE RESOURCES



Firm that can support consulting, design and strategy for the companies in attendance who want to get better at gender intelligence



# SUCCESSFUL CASE

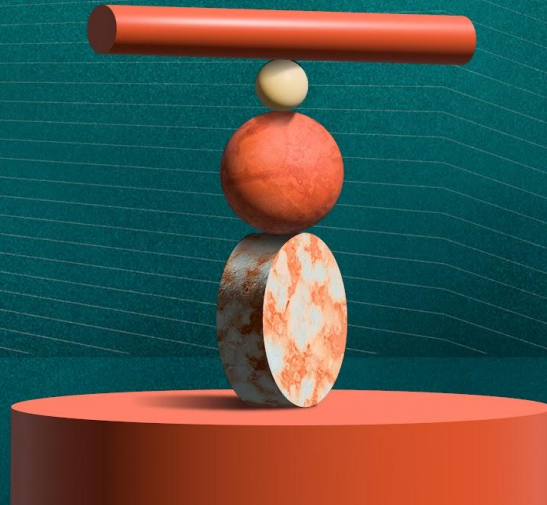
HOW DID BANCO FALABELLA GO BEYOND AND BECAME  
PIONEERS IN GENDER INTELLIGENT SERVICES?



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H Á P T I C A

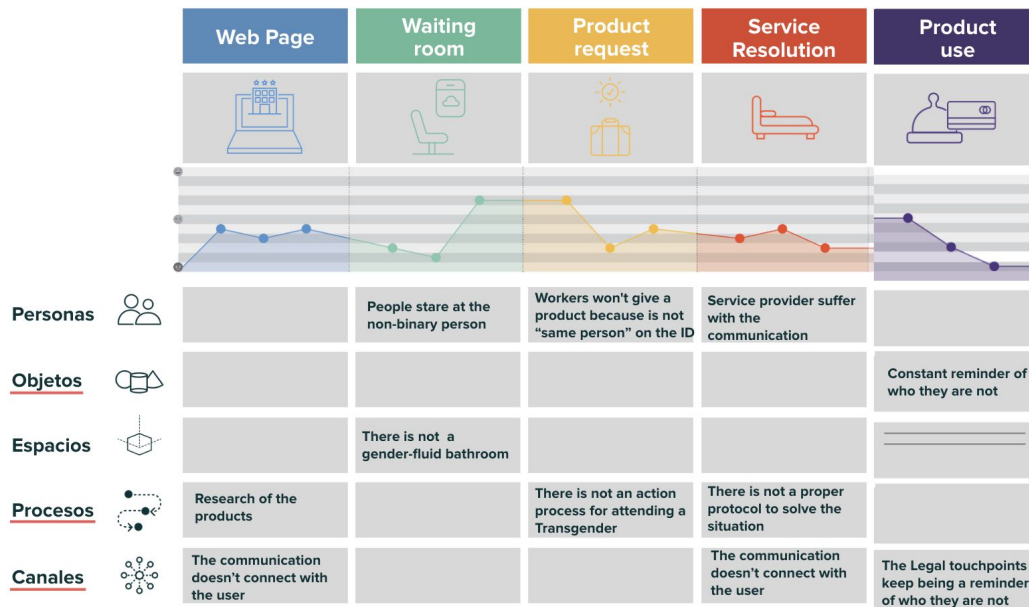


# WHAT HAVE WE HAVE DONE



## Challenge

**El Banco Falabella** comes to us with a very important challenge. When they received requests for products from people of a non-binary gender, the bank's employees entered a period of not knowing what to do. In person the users looked like someone but in their legal documents they were someone else from the visual perspective. This generated barriers, frictions and even the **identity of these people was denied**. Making the service not inclusive and generating moments of pain



Pain points from a gender perspective from Banco falabella's service journey



# Banco Falabella

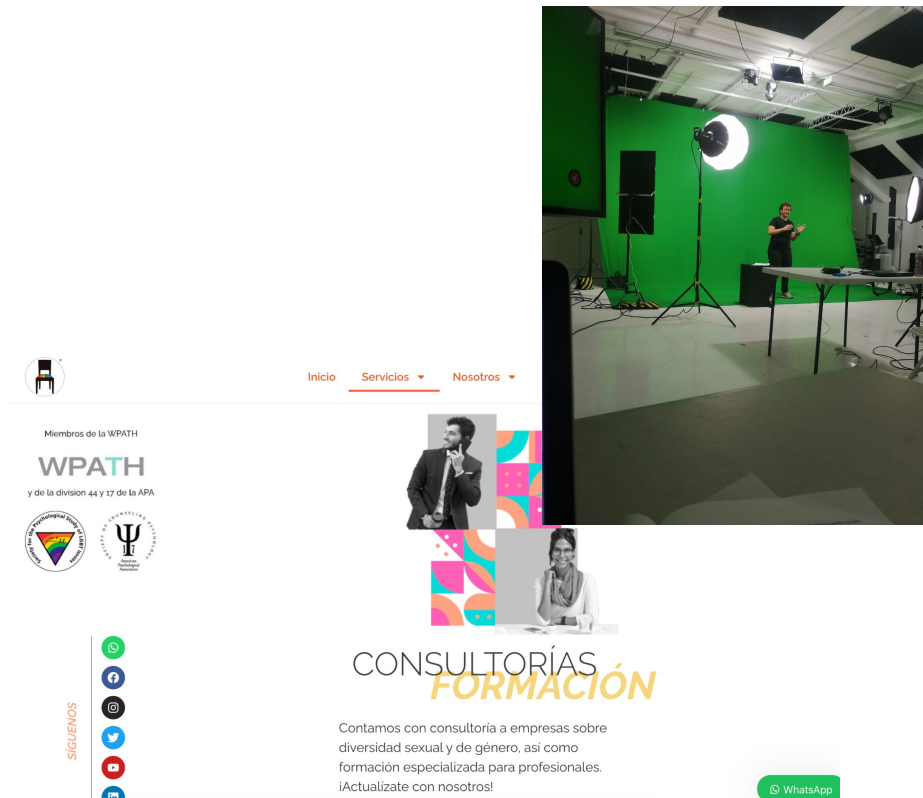
## OUTCOMES

El Banco Falabella decided to **double click and go much further!**

Then, together with an ally **Liberarte** we built a **training consultancy**. Where the necessary tools were built and provided to create gender intelligent services with a focus on people of non-binary gender. This then allowed to enhance the experience and **transform the bank into an inclusive entity that goes beyond**



**Our Ally**



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**Fundamentally, all people want to be seen, valued,  
appreciated and heard.**

To be competitive, and to future proof our businesses, we must design our products and services with fierce empathy, a human centered approach, and a gender intelligent lens.

**Join us.**





**What will you and your company do differently going forward to be more gender intelligent within your organizations and as you serve your customers?**



# CONTACT US

## CONTÁCTANOS

There is no better time to act than the present, and that is why if you have a gender vision challenge that you want to transform to go further, do not hesitate to contact us and we will create stories together.

*No hay mejor momento para actuar que el presente, y es por esto que si tienes un reto de visión de género que quieras transformarlo para ir más allá no dudes en contactarnos y crearemos historias juntos.*

CONTACT US / CONTÁCTANOS

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## ESTAMOS EN CONTACTO

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**#HISTORIASCONTACTO**

**THANK YOU!**



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# ¡GRACIAS!