

# It's time to rework the future

**We asked people working in the creative industry and our community what they want from the future of work. Here's what everyone said.**

## WHAT'S MISSING

**Almost 1 in 4 agree we need *truly fair and flexible work policies***

Straying from the 9-5 isn't always liberating. Guilt around not appearing to work as 'hard' as others, or fear of missing out on in-person opportunities, is real

## WHAT MUST CHANGE

**74% of people say it's a *lack of representation in leadership***

Time's up for leadership teams that all think and look the same. People want to see leadership teams that reflect the diversity of the wider workforce.

## WHAT WE WANT

**3 in 4 people want *equal pay and opportunities***

And when do we want them? Now. Despite having the right laws, pay gaps still persist. And at the current rate, the gender gap in the UK isn't expected to close until 2051. (Source: Fawcett Society)

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## It's time to act

At SheSays, we see flexible work as key to building fair, inclusive workplaces. It's a tool that can help parents return to work, reduce the gender pay gap, and support more diverse talent pipelines.

That's why we're demanding workplaces put measures in place that protect flexibility and create a culture where it's a business advantage, not a burden. This includes, but is not limited to:

### • Offer flexible working arrangements

Whether it's flexitime, compressed hours, remote work or hybrid work – or something else altogether – giving employees the option to work around their life can help attract and retain talented individuals.

• **Provide learning and development opportunities**  
Cultivate diversity in leadership by having clear progression pathways that are supported by learning and development programmes. Mentoring and coaching can also help employees establish leadership skills.

• **Eliminate bias from performance reviews**  
All employees should have clear objectives and personal development plans. And that's how performance should be measured. Not by presenteeism. Or similar-to-me-ism. Objective, specific and clear evaluation criteria can help.

## Share this with your network

Let's dismantle barriers and create workplaces that support, uplift and empower all of us. Share the actions with your manager, colleagues, peers and leadership team. Share it far and wide. *Because together, change is possible.*

**SHESAYS** 