

Video Transcript Peter Myers Gender Imbalance at CUs

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By Peter Myers

Peter Myers 00:15

Welcome, everyone. I'm Peter Meyers with DDJ Meyers, an ALM First Company. And today I'm going to present a few bits of research we're doing on gender inside of credit unions across the country.

Peter Myers 00:27

We did some research across our client base. This so happens to be nine different billion dollar-plus organizations, 1,000 employees, etc. but really pulling out the top three layers of the organization. We're going to be looking at some of the dimensions regarding empowerment, professional development, access to information or resources inside organizations. But what I'm going to be showing you is the statistical variability between when you look at it through the lens of gender. And so as I'm going through this content, I'm not going to be trying to convince you of a solution. That's we can't do that in five or six minutes. But what I can do, hopefully, is give you an idea of some questions that we need to be asking that will hopefully inform, better inform our actions about how we go about these dynamics inside of your organization.

Peter Myers 01:22

So the question I want to pose to you or questions is what is the impact of this reality on your organization, because I'm really talking about you, your organization's ability to retain and attract top talent, or be nimble and execute, or challenge and develop high-performing employees, or how to innovate and champion change. When people have these kinds of perspectives about resources, empowerment, it informs their action steps regarding what I'm going to show you in this and so just be contemplating what this dynamic could be inside of your organization.

Peter Myers 02:07

So when we do this survey, it's part of an instrument we call the Organization Alignment Assessment. We deploy it as part of our CEO succession planning programs, our strategy development and deployment programs, our leadership programs, and we survey everyone in the organization and we ask them to respond to a number of statements, and I'm gonna show you six here. And we asked them to use and respond with a Likert scale, agreement-based Likert scale, so strongly agree to strongly disagree. So think about when you respond to a survey, and you say strongly agree, it's probably because you, like me, like most people is that when you strongly agree something you feel quite quite conviction, right about that sentiment, right? You're not going to use strongly agree lightly, nor would I.

Peter Myers 02:56

So here's the first sentiment, right? Here's the first statement that we measure. And we're going to be talking about today. To do the job the best I can, so we asked these individuals, and this is 251 executives, I engage in empowerment and autonomy conversations with my managers when necessary. And then here's the results. Okay, so 31% of this population strongly agrees that they engage in empowerment, autonomy, conversations with their managers when necessary, right, in order to do the job the best they can. But here I'm gonna, I'm going to reveal something here for you this, this response distribution is for females, okay. So here we go, we're going to be looking at the difference. So there's statistical variability. When it comes to males, there are 11 4% of the male population that feels strongly, right, strongly agrees with this sentiment sentiment that they're going to engage in empowerment conversations. So again, think about it like this, right? You have a population, I've just put them all together here. And 11% of them are, over time feel more strongly that they're going to engage in empowerment, and autonomy conversations when necessary, that could create some systemic change.

Peter Myers 04:10

How about this one: professional trajectory? My role, my current role, exposure and access inside of the organization is a point on my professional development path. Less than one in four women strongly agree with this. More than a third of men strongly agree with this. It's almost double the representation inside that population of how strongly they feel about that, right. That's a big number.

Peter Myers 04:37

How about this: professional impact? It is clear to me how my role and contributions add significant value to the organization. I know that that my efforts that I expend, they're adding significant value and that informs how I continue to push and add value and have conversations and go the extra mile etc. etc. I'm sure it does. So four out of 10 of the females strongly agree with this. 63% of the males, a whole other 23% difference inside that population. I'm going to call that more than a variability. I'm going to call this just statistically significant.

Peter Myers 05:17

How about this access to knowledge? I'm appropriately in the know about forthcoming changes that'll affect me in my area, right? We all want to know about things that are happening. And when we don't feel we like we know what's happening inside organizations, what are we gonna do about it? Right? So less than one in four women strongly agree with this. 42% of males strongly agree with this. That's a big difference.

Peter Myers 05:40

How about this, in general, senior leaders are accessible for conversations. If I don't feel like my senior leaders are accessible for conversations, I'm probably less inclined to then pick up the phone and call them when I've got a problem I can't solve, or there's an opportunity we have to take advantage of, or there's some dynamic that we need to work through. 36% of women strongly agree with this. 55% of males strongly agree with that. So so it's not measuring whether they do it or not. It's measuring how they feel their sentiment about it, and the feeling precedes action. And that's what I want you to be thinking about.

Peter Myers 06:22

How about this: engagement? I consider myself an actively engaged and competitive employee. Two thirds, two thirds of women strongly agree with this. 10% difference there in the male population strongly agree, right?

Peter Myers 06:36

So think about the totality of some of these things. And I want you to think about these questions, right? What is the impact on your organization's ability to retain, attract top talent given challenging assignments, champion change, develop future leaders? My guess is, my bet is that there's something here for us to consider.

Peter Myers 06:58

If you want to have a further conversation, if you've got a question or want to know more about some of the slices and dices of this research, have reach out or if you've got a praise that you want to give us or hey, you know, do more of these. We'd love to hear from you. If you've got a complaint and I'm sure I'll get a couple, send me an email. Love to be in that conversation about what this research can do for the credit union system and your organization.

Peter Myers 07:24

Thanks for taking the time today. I'm Peter Myers with DDJ Myers, an ALM First Company.