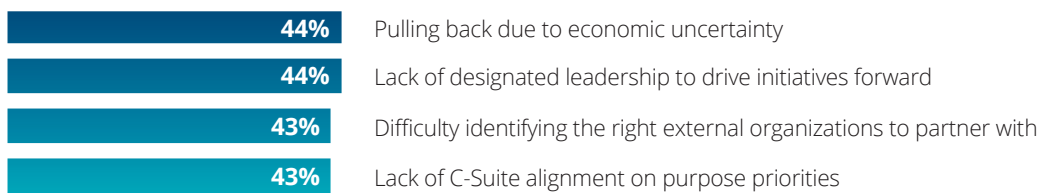


Pulse on Purpose

Deloitte's new *Pulse on Purpose* survey gathers insights from US C-suite executives* about their organization's purpose journeys, including their current priorities, learnings from their initiatives, and the challenges they are facing in realizing their goals. Each survey aims to collect insights that help monitor the pulse on what is top of mind for executives with respect to purpose more broadly and will dive into focused research on a specific topic that is critical to driving purpose forward and helping to create a more equitable society.

93% of executives surveyed say they face challenges when investing in purpose-driven initiatives or commitments.

The greatest challenges include:

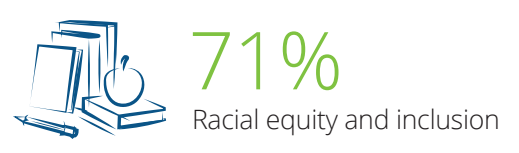
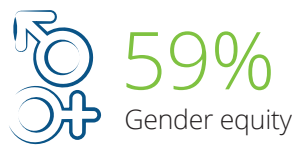


Pulse on Purpose Volume 1: The Gender Equity Imperative

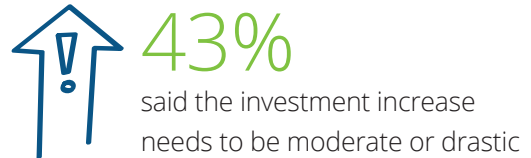
The number of women in the US workplace declined drastically at the start of the 2020 COVID-19 pandemic. It was not until February 2023, nearly three years later, that the number of women in the workforce reached pre-pandemic levels. This phenomenon was an important reminder of the ongoing need to address potential gender inequities in the workplace and in society more broadly. In response, we focused Deloitte's inaugural *Pulse on Purpose* on the topics of gender equity. Through our survey, we sought to gather insights on how some organizations are prioritizing gender equity initiatives and focusing efforts to help address existing systemic barriers. Below we have outlined a few interesting statistics based on what we learned:

Gender equity is top of mind for many executives surveyed

Nearly three in five (59%) naming it one of the top three issues facing their organization behind racial equity and inclusion (71%), and sustainability (62%).



Most executives surveyed believe their organization needs to increase their investment in gender equity.



Despite the need to increase focus on gender equity, new organizational efforts to further support women in the workplace have been limited.

Over the past three years since the 2020 COVID-19 pandemic began, respondents indicated they felt that their organizations have made limited adjustments to their organizations' policies to further support the careers of women in their organizations:



32% of executives surveyed reported their organizations have offered new or enhanced parental leave policies

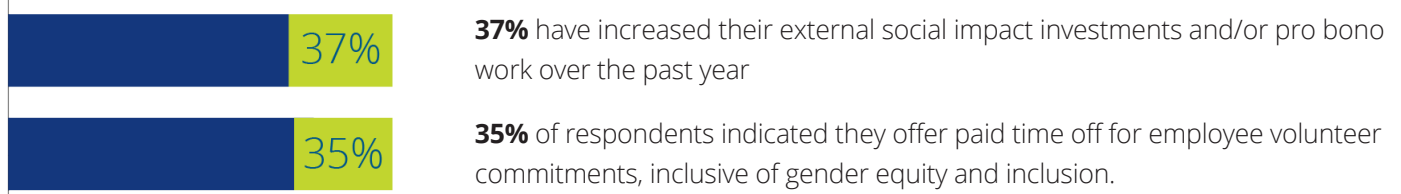


37% reported their organizations have expanded sponsorship or mentorship programs



41% of executive respondents indicated their organization has not implemented new or enhanced flexible work options

When asked about the ways organizations' investments in gender equity and inclusion increased over the past year, responses indicated there may be room to do more in support of gender equity.



95% of organizations represented in the survey indicated they are holding leaders accountable to gender equity but only **39%** indicated gender equity goals are directly tied to their compensation and bonuses.



Organizations can play a key role in addressing gender equity gaps and may have a significant opportunity to further support the women in their own workforces and communities. Our hope is that the insights from this *Pulse on Purpose* will help inform a broader understanding of how leaders are embedding purpose into their organizations, and prompt discussion and collective action aimed at helping elevate equitable opportunities for women in society.

Pulse on Purpose is an ongoing series of surveys conducted by Deloitte's US Purpose Office. Learn more about [purpose at Deloitte](#) and our ongoing work to support our purpose mission to make an impact that matters by creating trust and confidence in a more equitable society.

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*About the survey

The Deloitte Pulse Survey was conducted by Wakefield Research among 300 C-Level Executives at companies with \$1 billion in annual revenue. The survey was conducted between March 6th and March 16th, 2023, using an email invitation and an online survey. Numbers may not add to 100% as respondents could select more than one option.

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