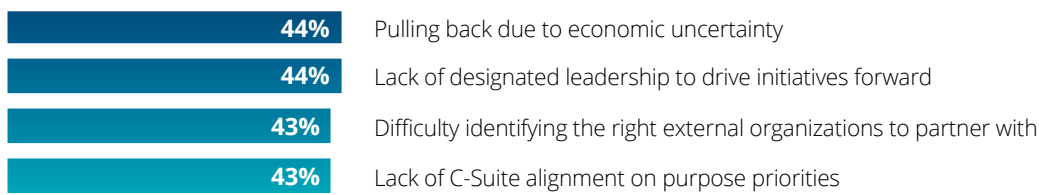


Pulse on Purpose

Deloitte's new *Pulse on Purpose* survey provides insights from US C-suite executives* about their organizational purpose journeys, including their current purpose priorities, learnings from their purpose initiatives, and the challenges they are facing in realizing their purpose goals. Each survey will include insights that maintain a pulse on what is on executives' mind with respect to purpose more broadly and will dive into focused insights on a specific topic that is critical to driving purpose forward and creating a more equitable society.

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

The greatest challenges include:

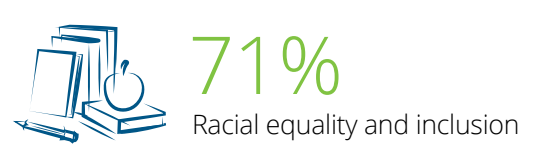
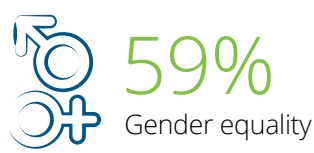


Pulse on Purpose Volume 1: The Gender Equity Imperative

The 2020 COVID-19 pandemic resulted in an alarming decline of women in the US workforce, and 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 gender inequities in the workplace and in society more broadly. In response, we focused Deloitte's inaugural *Pulse on Purpose* on the topic of gender equity. Through our survey, we sought to gather insights on how organizations are prioritizing gender equity initiatives and addressing 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

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 believe their organization needs to increase their investment in gender equity.



Despite this, new organizational efforts to further support women have been limited.

Over the past three years, since the 2020 COVID-19 pandemic, limited adjustments have been made to organizations' policies to further support women:



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



Only 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 it comes to external commitments, there is room for organizations to be doing more in support of gender equity.



95% of organizations are holding leaders accountable to gender equity but only 39% indicated gender equity goals are directly tied to their compensation and bonuses.



Organizations play a key role in addressing gender equity gaps and have a significant opportunity to support the women in their own workforces and communities to reach their full potential. Our hope is that the insights from *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.

Contact us



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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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