

## Remote Work Empowers Women



### Work culture is not one size fits all.

As an exec and a proud mother of three, I've discovered this firsthand. Remote work has undeniably given me the freedom and flexibility to enjoy a well-rounded lifestyle; one where I can focus on my career, as well as receive a peck on the cheek when my nine-year-old comes home from school.

And I'm not alone. A study concluded that 57% of women in the US prefer remote work, too. So, if this is the case, why are companies insisting that workers return to the office? The unfortunate truth of it all: the workforce is still catered to the white, middle-aged male.

And while that's all well and good for that pool of workers, having a mandated return to the office would be taking a major step back for women.

### Let's dive into why.

First, up to 81% of women are still the main caretakers at home. So, managing household activities, childcare, and professional responsibilities becomes far more convenient and seamless when women are able to work and multitask under one roof.

Secondly, the gender wage gap persists. On average, women still earn 16% less than men in 2024. With remote work, female employees with smaller paychecks next to their male colleagues are able to save money on gas mileage, work attire, and outside childcare – factors that don't often reflect a male worker who earns more.

Lastly, ageism against women has not dissipated in the workplace. In a recent study across 46 countries, researchers found that over 77% of women have encountered age discrimination at some point in their careers; some examples included older women being excluded from projects involving emerging technologies and social platforms, or working mothers being passed up for promotions. However, when working remotely, women can be assessed on their productivity and performance alone, as well as exist in an environment they feel comfortable and safe to flourish in.

Remote benefits aside, I do understand why companies are adamant about RTO. Prior to the pandemic, in-person culture was the standard. And now that hybrid arrangements have sustained popularity, companies are concerned that the benefits of in-person connections won't translate behind a computer screen.

There's no doubt that this is a challenge that requires additional effort from companies – be it coffee dates or extra one-on-one meetings. But it is doable. More on this topic to come.

My advice to companies? Ultimately, the best way to advocate and empower your female employees is to listen to their needs for their own personal work culture.

Don't assume that one size fits all.

