



**EPIISODE 5: LAYING A FOUNDATION OF WORKPLACE  
EQUITY**

NOVEMBER 17th, 2020

# SPEAKERS



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# Best Practices to establish and maintain equity as you scale



## Set Intentions from Start

Establish core values,  
pay equity goals,  
representation goals



## Execute Transparently

Holds company  
accountable to realize  
goals



## Bake it into the Day to Day

Do not have it as a  
separate initiative

# Establishing fully transparent pay policies early signals your organization is prepared to sustain fair pay as you grow



# CASE STUDY



CHOOSE POSITIVITY  
DEFAULT TO TRANSPARENCY  
FOCUS ON SELF-IMPROVEMENT  
**BE A NO-EGO DOER**  
LISTEN FIRST, THEN LISTEN MORE  
COMMUNICATE WITH CLARITY  
MAKE TIME TO REFLECT  
LIVE SMARTER, NOT HARDER  
SHOW GRATITUDE



## Salaries

All our salaries, and salary formula, are public.



## Diversity

We've open sourced our diversity & inclusion data.



## Open Source

All our code, free for anyone to use.



## Product Roadmap

Everything we're researching & building.

## ABOUT



EMPLOYEES 85



HQ OFFICE None - fully remote workforce

## ABOUT VALUES

- Defined values in 2013 with 10 employees; updated 5 years later when they had grown to 70
- Steadfast commitment to transparency has become part of their brand
- Transparency is evident in everything from pay policies to customer pricing to the approach taken to define their values

“*Our value of transparency might be the one Buffer is best known for. Every team member can see every email that’s sent at Buffer. We’ve made public our salaries, equity, metrics, weekly improvements- even our latest funding round.*”

# Now is the best time to tackle pay equity and lay a foundation of workplace fairness

**7.4%** average organization's gender pay gap today

**\$500K** average organization's gender pay gap in 10 years



## **Today's Discussion Topics:**

- 1. Why it's important to create a framework for workplace equity early on.**
- 2. How to establish equity as part of your organizational values and ensure it's sustained by tactics that scale with your organization.**
- 3. How to engage your stakeholders- from board members to employees to customers- to buy into an equitable workplace.**

## DISCUSSION

# Why it's important to create a framework for workplace equity early on.

1. What are the risks of waiting to create an actionable approach to pay equity until you have the resources / time / focus / size (or any other excuse) to properly analyze and solve any issues?
2. What value do investors / advisory boards give to pay equity efforts?

## DISCUSSION

# How to establish equity as part of your organizational values and ensure it's sustained by tactics that scale with your organization.

1. What must be built into your pay policies to signal a culture that authentically values diversity and inclusion effectively?
2. What tactics should be employed in your communication with employees to build trust in an ongoing commitment to fair pay as your organization grows?
3. How can pay for performance create a fallacy of meritocracy that can be harmful to your pay equity framework? How should you deal with that to ensure fairness?

## DISCUSSION

# The necessity of guard rails and standards to set starting pay equitably as your workforce grows.

1. What are the problems created for organizations that aren't considering pay equity when expanding their teams rapidly with external hires?
2. What are some of the reasons a company should be looking at market based comparisons as well as internal pay ranges for both starting and internal pay adjustments?

# Don't miss episode 6 of our Fairness At Work series

## Episode 6: Eradicating the Opportunity Gap for People of Color

Tuesday, December 15, 2020 | 9 am PT / 12 pm ET

Systemic racism in the workplace has created and exacerbated the racial pay gap and the opportunity gap. People of color not only get paid less than their peers doing similar work, but they lack equal access to advance, whether it's into leadership roles or entrepreneurship.

According to BLCK VC, only 3% of venture capitalists are Black, with even fewer controlling the \$100B+ invested annually in the U.S.

This episode of Fairness at Work will explore how to transform this vicious cycle into a virtuous cycle. We'll discuss:

- Best practices to identify and fix the root causes of the opportunity gap, from referrals and hiring, to promotions, and more
- Steps companies—and VC firms—can take to foster innovation and advancement for people of color
- How a data-driven approach to pay equity can help you move from an aspirational commitment to workplace fairness to definitive action and real change



**THANK YOU**

To learn more about Syndio, contact us at: [ana@synd.io](mailto:ana@synd.io)

[www.syndio.com](http://www.syndio.com)

# Three Key Takeaways



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