



le
projet
prosperité

*When women succeed, we all prosper
Quand les femmes réussent, tous prospèrent*

2025 TRENDS IN ADVANCING GENDER EQUALITY

Supplemental Guide

2025 BEGAN WITH
SOCIO-POLITICAL
SHIFTS THAT LEFT
MANY OF US
WONDERING ABOUT
THE FUTURE OF
GENDER EQUALITY.

As leaders in the Canadian economy, our employees and the Canadian public are watching closely to see if we continue to “walk the talk” , or if we will be judged as being performative and reactionary.

Follow these Top 3 trends if you want to signal your ongoing commitment to advancing women in leadership.

This **exclusive** supplemental Guide includes practical tips on how to implement these recommendations.

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Already working on these recommendations or found this Guide helpful? Let us know – we’d love to share your success!

Contact The Prosperity Project’s Director of Research and Policy at rachel.mansell@canadianprosperityproject.ca

TOP 3 TRENDS
TO
ADVANCE
GENDER QUALITY
IN 2025

1

**Breaking Down
Systemic
Barriers**

2

**Redefining
Work-Life
Balance**

3

**Building
Networks That
Empower**

**TREND #1:
BREAKING DOWN
SYSTEMIC BARRIERS**

- Renewed commitment is needed to dismantle the obstacles holding women back from leadership. Much work has been done, and there is still more to do.

Trend #1: Breaking Down Systemic Barriers

Advance Along Your Path By Implementing:

Unbiased Hiring Practices
Adopt Blind Recruitment and Structured Interviews To Level The Playing Field.

- **Anonymize Application Materials:** Remove personal identifiers such as names, addresses, photos, and graduation dates from resumes and applications to ensure candidates are evaluated solely on their qualifications and experiences. Employ software solutions designed to facilitate blind recruitment by automatically concealing personal information during the initial screening stages.
- **Develop Structured Interview Frameworks:** Create a consistent set of job-related questions to be asked of all candidates. This uniformity ensures each interviewee is assessed based on the same criteria, enhancing fairness. Define specific benchmarks for evaluating responses, allowing interviewers to objectively rate each answer against predetermined standards.
- **Promote Consistent Interview Practices:** Ensure all interviewers are trained to follow the structured interview format diligently, maintaining consistency across all candidate evaluations.

**Trend #1:
Breaking Down Systemic Barriers**

Advance Along Your Path By Implementing:

Equity Audits

Regular reviews of pay, promotions, and representation indicate a corporate culture focused on fairness.

- **Conduct Pay Equity Analyses:**

Regularly analyze salaries across all roles and levels to identify wage gaps by gender, race, or other demographics (contact The Prosperity Project if you need support collecting demographic data). Use pay equity software or hire an external consultant to evaluate salary data by role, level, and demographic. Identify and address gaps by implementing pay adjustments and communicating updates transparently to employees.

- **Audit Promotion Practices:**

Review promotion rates, timelines, and criteria to identify patterns of bias. Standardize promotion processes, such as requiring structured evaluations and diverse promotion panels, to ensure equitable advancement opportunities.

- **Track and Improve Representation:**

Examine workforce demographics, particularly at leadership levels, to pinpoint underrepresentation. Set specific goals (e.g., increasing women in senior management by 20% within two years) and invest in targeted initiatives like mentorship programs, sponsorships, and diverse recruitment strategies. Partner with external organizations like The Prosperity Project, who has a job board and a community of women mentees, to expand diverse talent pipelines for recruitment and set measurable representation goals with accountability timelines.

Trend #1: Breaking Down Systemic Barriers

Advance Along Your Path By Implementing:

Clear Career Pathways
Transparent advancement criteria and internal guides on how to achieve advancement signal an equal investment in all talent pools.

- **Establish Transparent Advancement Criteria:**
Define clear, role-specific promotion criteria that outline required skills, experience, and performance benchmarks. Publish these criteria in an internal document accessible to all employees and provide training for managers to ensure consistency in application.
- **Create Internal Career Development Guides:**
Develop and share step-by-step guides or frameworks outlining potential career progression paths within the organization. Include resources such as recommended training, certifications, and mentorship opportunities to help employees map out their career goals.
- **Implement Regular Career Conversations:**
Introduce structured career development meetings between employees and managers, held at least biannually. Use these sessions to discuss individual aspirations, identify gaps, and provide actionable feedback to help employees achieve advancement goals.

WHY IT MATTERS:

The systems upholding barriers to women in leadership need to change to unlock better business outcomes.¹

Systemic barriers are the policies, practices, and cultural norms within organizations that hinder women's advancement into leadership roles. These obstacles are deeply embedded in corporate structures and perpetuate gender inequalities.

IN CORPORATE CANADA, SYSTEMIC BARRIERS INCLUDE:

- **Organizational Policies and Practices**
Existing policies may inadvertently favor men, such as those that do not account for caregiving responsibilities, thereby disadvantaging women who often shoulder these duties.²
- **Cultural Norms**
Workplace cultures that prioritize traditionally masculine traits can marginalize women and discourage them from pursuing leadership positions.³
- **Bias**
Deep-seated stereotypes and biases can influence decision-making processes, leading to the undervaluation of women's contributions and potential.⁴
- **Affinity Bias**
The tendency to favor individuals who share similar characteristics or backgrounds often leads to the selection and promotion of individuals who resemble current leadership, which is predominantly male. Affinity bias perpetuates gender disparities in leadership roles and hinders women's career advancement.

² Government of Canada. Systemic change tip sheet. https://www.canada.ca/content/dam/wage-fegc/documents/funding/Systemic_Change_Tip_Sheet.pdf

³ Reworked. *To include women in the workplace, we need to understand systemic barriers.* <https://www.reworked.co/leadership/to-include-women-in-the-workplace-we-need-to-understand-systemic-barriers/>

⁴ YWCA Canada. *In good company: Advancing women in leadership.* <https://ywcacanada.ca/what-we-do/projects-initiatives/in-good-company/>

ADDRESSING
THESE SYSTEMIC
BARRIERS
REQUIRES
COMPREHENSIVE
CHANGES
WITHIN
ORGANIZATIONS,
INCLUDING:

- **Policy Reformation**

Revamping policies to promote inclusivity and equal opportunities for all .

- **Cultural Transformation**

Fostering a workplace culture that values diversity and actively supports women's leadership aspirations.

- **Bias Training**

Implementing training programs to raise awareness about biases and their impact on workplace dynamics.

WHY IT MATTERS:

By tackling these systemic issues, corporate Canada can move towards genuine gender equality in leadership.

TREND #2: REDEFINING WORK-LIFE BALANCE

- Understand that employees are humans first, and that we all need space to flourish.

Our 2023 Canadian Households Perspectives survey found that nearly 60 per cent of women felt that they will have to choose between their career and their family.⁵ This constant concern can negatively affect productivity and retention.

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⁵ The Prosperity Project. (2023). Prosperity Project: CHP-6 research release [Bilingual]. https://canadianprosperityproject.ca/wp-content/uploads/Prosperity-Project_CHP-6-Research-Release_May-16-2023-Bilingual.pdf

Trend #2: Redefining work-life balance

Stay on trend with:

Hybrid Work Models
Intentionally design
return to the office.

- **Communicate a Hybrid Work Framework:**
Develop a clear hybrid work policy outlining when and why employees are expected in the office (e.g., for team collaboration or client engagement). Share the policy with employees through an internal portal and offer regular check-ins to gather feedback and adapt as needed.
- **Design Team-Based On-Site Schedules:**
Coordinate schedules so teams work on-site together for collaboration-intensive tasks, such as brainstorming or project planning.
- **Integrate Client Meeting Needs:**
Establish guidelines for in-person client meetings, ensuring they are intentionally scheduled during designated on-site days. Provide flexible options like virtual attendance when feasible for client convenience.

Trend #2: Redefining work-life balance

Stay on trend with:

**Parental Leave Equity:
Level the playing field for families
with top-up, extended and gender-
neutral leave policies.**

- **Offer Gender-Neutral Leave Policies:**
Implement parental leave policies that provide equal paid leave to all parents, regardless of gender or caregiving role. Clearly communicate these policies in employee handbooks and ensure they are inclusive in language and application.
- **Provide Salary Top-Up for Leave:**
Introduce a salary top-up program that supplements government parental leave benefits to a specified percentage of the employee's income for a set duration. Publicize the top-up benefit to encourage uptake among all eligible employees.
- **Extend Leave Flexibility:**
Allow employees to take parental leave in flexible blocks over a longer period (e.g., a year or more) to accommodate caregiving needs. Work with managers to create leave plans that minimize disruptions while supporting employee work-life balance.

Trend #2: Redefining work-life balance

Stay on trend:

**Normalize flexibility:
Prioritize deliverables-based
metrics and open communication
that accommodates the increased
costs and demands of caregiving.**

- **Implement Deliverables-Based Performance Metrics:**
Wherever possible, shift from traditional hours-based evaluations to a focus on outcomes, setting clear deliverables and deadlines for employees. Ensure managers are trained to assess performance based on results, not time spent in the office. If not possible, transparently communicate the decision process to employees.
- **Establish Clear Communication Channels for Flexibility Requests:**
Create an easy, transparent process for employees to request flexible work arrangements due to caregiving responsibilities. This could include options for reduced hours, job-sharing, or telecommuting, and be transparent about any potential compensation or role adjustments. Regularly check in with employees to ensure their needs are met.
- **Foster a Culture of Support for Caregivers:**
Implement regular surveys or one-on-one meetings to understand the challenges faced by employees with caregiving responsibilities. Use feedback to adjust work policies as needed and offer resources, such as caregiving assistance or access to support networks.

WHY IT MATTERS:

Work-life balance is an important metric women use to evaluate whether they stay in a role.⁶ Prioritizing work-life balance will help to retain top talent and boost employee satisfaction, leading to increased performance.

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⁶ The Prosperity Project. (2023, May 16). *Burnout is the new threat to Canada's economy - especially for women*. The Prosperity Project. https://canadianprosperityproject.ca/?sdm_process_download=1&download_id=4027

PRIORITIZING WORK-LIFE BALANCE HELPS TO RETAIN TOP TALENT, BOOSTS EMPLOYEE SATISFACTION, AND LEADS TO INCREASED ORGANIZATIONAL PERFORMANCE.

- **Impact on Retention and Satisfaction**

A significant portion of Canadian job seekers (66%) consider work-life balance essential when evaluating potential employers. One-third of employed job seekers have postponed starting a family due to inadequate work-life balance, highlighting the profound effect of work-life policies on personal and professional decisions.⁷

Women often value work-life balance more than men, especially in the pipeline to management. This preference underscores the importance of implementing supportive policies to attract and retain female talent.⁸

- **Organizational Benefits**

Organizations that offer comprehensive work-life balance benefits, such as flexible work arrangements and supportive leave policies, experience increased employee engagement and satisfaction. These practices contribute to higher retention rates and improved organizational performance.⁹

- **Challenges in Achieving Balance**

Despite societal advancements, women in Canada continue to face disproportionate and significant challenges in achieving work-life balance. Addressing these challenges is crucial for fostering an inclusive and supportive workplace culture.¹⁰

⁷ HR Reporter. *Many Canadian workers putting family on hold due to lack of work-life balance: Survey.* <https://www.hrreporter.com/focus-areas/compensation-and-benefits/many-canadian-workers-putting-family-on-hold-due-to-lack-of-work-life-balance-survey/385823?utm>

⁸ Blue Sky Thinking. *Women value work-life balance more than men, unless they're in management.* <https://bluesky-thinking.com/women-value-work-life-balance-more-than-men-unless-theyre-in-management/>

⁹ JSTOR. *Work-life balance and organizational performance.* <https://www.jstor.org/stable/26757433>

¹⁰ Winnipeg Free Press. (2025, January 25). *Challenges of work-life balance for women in Canada.* <https://www.winnipegfreepress.com/business/2025/01/25/challenges-of-work-life-balance-for-women-in-canada>

IN THE CANADIAN CONTEXT, CAREGIVING REFERS TO THE UNPAID ASSISTANCE PROVIDED TO FAMILY MEMBERS OR FRIENDS WHO HAVE HEALTH CONDITIONS, DISABILITIES, OR AGE-RELATED NEEDS.

THIS SUPPORT ENCOMPASSES A RANGE OF ACTIVITIES, INCLUDING:

- **Medical Assistance:** Accompanying individuals to medical appointments and managing medications.
- **Personal Care:** Assisting with daily activities such as bathing, dressing, and meal preparation.
- **Household Support:** Managing household tasks like shopping and cleaning.
- **Emotional Support:** Providing companionship and emotional care.

IN CANADA, CAREGIVING IS A PREVALENT RESPONSIBILITY.

- **As of 2022, approximately 13.4 million Canadians aged 15 and older provided unpaid care to either care-dependent adults or children in the past 12 months.**

This includes 6.4 million (20%) who cared for care-dependent adults and 8.8 million (28%) who provided care to children. Additionally, 6% of Canadians reported "sandwich caregiving," meaning they provided unpaid care to both care-dependent adults and children during the same period.¹¹

- **In 2022, more than half of women aged 15 and older (52%, or almost 8.4 million women) provided some form of care to children and care-dependent adults, whether paid or unpaid.**

Regardless of whether they cared for children or adults, women were much more likely than men (42%) to provide care.¹²

¹¹ Statistics Canada. (2024). *Unpaid caregiving in Canada: A profile of caregivers*. <https://www150.statcan.gc.ca/n1/pub/89-652-x/89-652-x2024002-eng.htm>

¹² Statistics Canada. (2024). *More than half of women in Canada are caregivers*. <https://www.statcan.gc.ca/o1/en/plus/2649-more-half-women-canada-are-caregivers>

**THESE STATISTICS
HIGHLIGHT THE
SIGNIFICANT ROLE OF
CAREGIVING IN CANADA
AND THE
DISPROPORTIONATE IMPACT
IT HAS ON WOMEN.**

- **Understanding and supporting caregiving employees is crucial.**

Employers can assist by offering flexible work arrangements, paid or unpaid leave, and resources to help employees balance their professional and caregiving responsibilities. This support not only benefits employees but also enhances organizational performance by fostering a more engaged and satisfied workforce.¹³

- **For women in leadership roles, work-life balance is not merely a personal preference but a strategic factor influencing their career longevity and success.**

Organizations that prioritize and support work-life balance are better positioned to retain top female talent, leading to enhanced performance and a more equitable workplace.

¹³ Government of Canada. *Tips for employers: Supporting employees with caregiving responsibilities*. Employment and Social Development Canada. <https://www.canada.ca/en/employment-social-development/corporate/seniors-forum-federal-provincial-territorial/tips-employers.html>

**TREND #3:
BUILDING
NETWORKS THAT
EMPOWER**

- Mentorship and professional connections are fueling women's rise to the top.
- Continue investing in your team with these 3 strategies:

Trend #3: Building Networks that Empower

Invest in your team:

Mentorship Programs:
Partnering with free mentorship initiatives like TPP's Rosie Initiative provide invaluable guidance for women who do not have large networks.

- **Partner with Mentorship Initiatives:**
Collaborate with established mentorship organizations like [TPP's Rosie Initiative](#) to offer employees access to free mentorship programs. Ensure that these programs are widely promoted within your organization to reach employees without large networks.
- **Provide Structured Mentorship Opportunities:**
Develop a mentorship framework within the organization that pairs employees with mentors from both within and outside the company. Offer clear guidelines on how to build meaningful mentor-mentee relationships and set goals for development.
- **Offer Ongoing Support and Resources:**
Provide ongoing training for mentors to ensure they offer valuable guidance and support. Additionally, offer resources such as networking events, professional development workshops, and online communities to help mentees expand their networks beyond the mentorship relationship.

**Trend #3:
Building Networks that Empower**

Invest in your team:

**Industry-Specific Networks:
Employer-paid memberships to
groups like ROOM collaboration
and strategic growth.**

- **Offer Employer-Paid Memberships:**
Provide employees with employer-paid memberships to industry-specific networks such as ROOM . Ensure that these memberships are accessible to individuals at all levels within the company and are actively promoted as part of professional development opportunities.
- **Encourage Active Participation:**
Create internal policies that encourage employees to attend networking events, workshops, and conferences organized by these groups, such as a way to request the time off or a time-in-lieu option. Support employees in using company time to participate, and recognize their involvement during performance reviews.
- **Leverage Network Resources for Strategic Growth:**
Encourage employees to use these networks for collaboration, mentorship, and business development. Facilitate team engagement with industry peers by sponsoring attendance at key industry events or creating internal initiatives based on learnings from these networks.

Trend #3: Building Networks that Empower

Invest in your team:

**Cultivate a culture of sponsorship:
Encourage your Managers and
Senior Leaders to invest in their
team members and sponsor their
advancement.**

- **Encourage Active Sponsorship by Senior Leaders:**
Establish clear expectations for managers and senior leaders to sponsor high-potential employees, particularly those from underrepresented groups. Include sponsorship as part of leadership KPIs, and ensure that leaders are accountable for actively advocating for their team's career advancement.
- **Provide Sponsorship Training:**
Offer training for leaders on how to effectively sponsor employees, including how to identify talent, advocate for their advancement, and provide career opportunities. Include guidance on how to reduce barriers for employees from diverse backgrounds, such as a mandatory introduction session.
- **Create Formal Sponsorship Programs:**
Develop a formal mentorship or sponsorship program within the organization where senior leaders are paired with employees who have clear career potential. Set goals for the sponsors, such as providing visibility in key meetings, advocating for promotions, or securing high-profile projects.

WHY IT MATTERS:

Strong networks equip women with the tools and connections they need to succeed, strengthening the pipeline to leadership and the talent pool at the top.

These networks provide access to valuable resources, mentorship, and opportunities that are crucial for career progression. For women from underrepresented groups, networks become even more critical, offering the support necessary to overcome systemic barriers and access equal opportunities.

WHY IT
MATTERS:
ACCESS TO
RESOURCES AND
OPPORTUNITIES

- **Networking enables women to connect with influential individuals who can offer guidance, sponsorship, and career advancement opportunities.**

A study by the Canadian Women's Foundation found that 82% of professional working women believe that networking with female leaders is instrumental in advancing their careers.¹⁴

For women from underrepresented groups—such as Black women, Indigenous women, women of color, and women with disabilities—these connections can provide the social capital needed to break into leadership circles that may otherwise be closed off.

Networks help level the playing field by offering access to opportunities that can counteract systemic biases and barriers.

WHY IT MATTERS:

MENTORSHIP AND ROLE MODELS

- **Mentorship is a critical component of professional development, especially for women from underrepresented groups.**

Women who have access to mentors are more likely to receive career support and guidance, which can lead to higher positions within organizations.

A Canadian Women's Foundation study indicates that 67% of women reported learning the most important lessons about leadership from other women.¹⁵

For women from underrepresented groups, mentors not only provide professional advice but also share strategies for navigating workplace challenges, such as microaggressions and biases, which disproportionately affect them.

WHY IT MATTERS: BUILDING SOCIAL CAPITAL

- **Establishing and maintaining professional relationships enhances social capital, which is vital for career advancement.**

Networking allows women to build connections that can lead to new opportunities and support systems.

Research published in the *International Journal of Economics and Management Sciences* highlights that social capital significantly contributes to women's career success in corporate environments.¹⁶

For women from underrepresented groups, building social capital is an essential strategy for accessing higher-level roles and leadership positions, which they may otherwise be excluded from due to lack of representation.

WHY IT MATTERS: ORGANIZATIONAL SUPPORT

- **Organizations play a pivotal role in fostering networks for women, especially those from underrepresented groups.**

Providing platforms for women to connect with senior leaders and other professionals can enhance their career prospects.

The Championing Women in Business in Canada toolkit emphasizes the importance of offering networking and mentorship opportunities to support women's advancement in the workplace.¹⁷

Additionally, companies that offer targeted programs for women from underrepresented groups can help ensure that these women are given the same opportunities for networking, mentorship, and career development as their peers.

WHY IT MATTERS:

- **Strong networks equip women with the tools and connections necessary for success, strengthening the pipeline to leadership and enhancing the talent pool at the top.**

For women from underrepresented groups, these networks are even more critical, providing essential access to opportunities and support needed to overcome barriers and thrive in leadership roles.



THE BOTTOM LINE:

- **By addressing systemic barriers, prioritizing work-life balance, and strengthening networks, companies can unlock the full potential of women leaders.**

These trends don't just benefit individuals—they drive innovation, equity, and success for organizations as a whole.

- **The explicit dismantling of DEI (Diversity, Equity, and Inclusion) initiatives paints a sobering reality that we cannot ignore.**

It is essential to safeguard the gains we've made for women and to prevent regression.

- The business and corporate community in Canada must come together to show that commitment to women's leadership and empowerment remains strong, **because when women success we all prosper.**

Will you be on trend this year?

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ABOUT THE PROSPERITY PROJECT

- The Prosperity Project (TPP) was founded in April 2020 to mitigate the pandemic's impact on Canadian women who were being disproportionately affected.

Today, TPP is focused on identifying and addressing long-standing societal barriers that the pandemic exacerbated.

These barriers stand in the way of women's economic security and Canada's improved prosperity.

The Prosperity Project has achieved meaningful results in awareness of the organization and the issues facing women, the breadth of support it has provided and the volunteer network it has created:



Since launching the Rosie Mentorship Program in June 2021, we have made 652 matches with women across Canada, a total of 1304 participants (mentors and mentees).



93% of our mentees reported mentorship helped them achieve their career goals.



74% of mentees identify as belonging to an underrepresented group.



Over 65% of the mentors want to mentor again with us, and 97% of the mentees shared they would recommend this program.



In the year following the completion of the program, 67% of women report having accomplished a career advancement move.



Data from over 40,000 women is analyzed and represented in our Annual Report Card on Gender Equity and Leadership. 4 Annual Report Cards have been published, obtaining over 200 million views



8000 Canadians have been polled for our CHP research, and 6 national reports were published, sharing insights on how women across the country navigate work-life balance, caregiving, and career opportunities.



\$27Billion of federal funding for childcare and early learning through our non-partisan advocacy

STAY ENGAGED

Want more resources? Access our Rosie Portal for employer and employee support.

Follow our **social media channels** to learn more about The Prosperity Project and other initiatives!



<https://www.linkedin.com/company/canadian-prosperity/>



https://x.com/CA_Prosperty



<https://www.instagram.com/cdnprosperity/>



<https://www.facebook.com/CanadianProsperity>

