

A look at gender and senior leadership roles in market systems and private sector development programs.

INTRODUCTION

With the goal of gaining insight into gendered differences in recruitment and retention of Team Leaders (TL) in international market systems development (MSD) and private sector development programs (PSD), the researchers circulated a 34-question online survey. This brief summarizes the key findings of the first phase of research and will be followed by a second phase of interviews intended to dig deeper into initial findings.



KEY FINDINGS



Women are receiving fewer TL offers and rejecting a higher percentage of the offers they receive.

- Men received 2.5 more TL offers than women.
- Men say yes more often: 60% of male respondents have never said no to an offer, compared to just 23% of female respondents.



Women TLs are more represented in non-field locations.

- 68% of women are in non-field locations compared to just 34% of men.
- Location was a top consideration for women with children when evaluating TL roles.



Men and women face similar challenges in the role but leave TL roles for different reasons.

- Men leave for new opportunities, whereas women leave because of a change in scope of work, harassment, or lack of support.



After leaving a TL position prematurely, women are more likely to take a step down to a non-TL role.

- Almost 85% of women took a non-TL role after leaving a TL role prematurely.





KEY FINDINGS CONTINUED



Children have more significant impact on women than men.

- Women perceived that children have a more significant impact on the number of offers they receive and accept compared to men.



Both women and men face numerous challenges in TL roles.

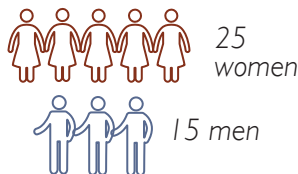
- Main challenges identified include: work/life balance, uncomfortable relationships, lack of support, and harassment.



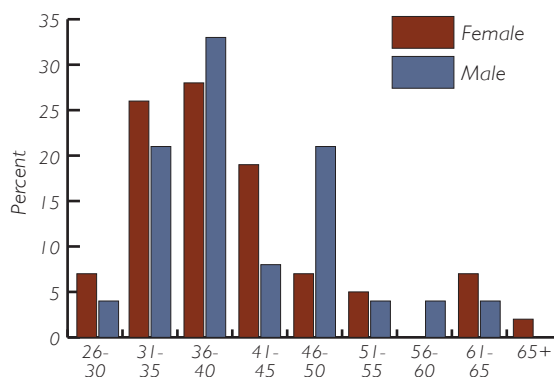
SURVEY DEMOGRAPHICS



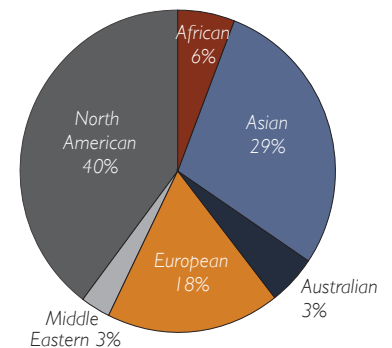
TEAM LEAD EXPERIENCE



AGE



NATIONALITY



NEXT STEPS

- Develop a deeper understanding of salient findings through long-form key informant interviews, particularly focusing on factors for the differences in recruitment and retention.
- Engage willing donors and contractors to support research using larger data set.
- Share findings with industry actors to develop and implement solutions to ensure greater representation of women in TL roles.



For more information, or to be involved in future interviews, please contact holly@thecanopylab.com.