

# Washington's Most Equitable Workplaces: The 2020 GEN Index

## Overview



# What is GEN?

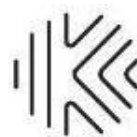
## Mission: *It's Not Personal, It's Systemic*

GEN uses data-driven approaches to de-bias workplace processes and foster systemic equity. Our Equity Maturity Model empowers companies to plan for equity like any other business-critical function, identifying measurable opportunities for improvement and implementing cost-effective solutions. GEN has identified over 200 cultural levers that businesses can adjust to counter the impact of bias, mitigate risk, and amplify opportunities for growth.

Companies that implement best practices are recognized with the [GEN Certification](#), the gold standard for intersectional equity in U.S. businesses.

To learn more about GEN, please visit <https://www.thinkgen.org/> or view the [TED Talk](#) delivered by the organization's Executive Director.

## Recent Clients



KATERRA



impact capital

## The GEN Ecosystem

GEN has partnered with researchers, business leaders, and data analysts to create the GEN Measurement System. Our institutional partners include

- **The University of Washington** – Faculty and graduate students at the University of Washington's Information School and Daniel J. Evans School of Public Affairs ensure that GEN's data gathering, analysis, and interpretation processes are peer-reviewed for integrity..
- **Panorama Global** – Headquartered in Seattle, but working on a global scale, Panorama has partnered with GEN to act as an incubator for the growth of the GEN Certification Standard. Partnering with private sector enterprises across the nation, Panorama provided the infrastructure to bolster the strength of the GEN Measurement System.

# More Than A Score: The GEN Index Measurement System

## What Is It?

The GEN Index is based on a composite assessment of the results of an employee experience survey and a process review. While many diversity and inclusion rankings only consider the 'on stage' version of the workplace - the percentage of employees who are female, for example - the GEN Index is different. To form a holistic understanding of each company, we look 'behind the scenes' at the practices that foster equity. The GEN Measurement System is comprised of five metrics:

1. **Bias Neutrality Score (BNS)** – Does this organization embrace the processes and mechanics proven to diminish the impact of unconscious bias?
2. **Employee Resonance Score (ERS)** – Does the organization offer the programs and policies proven to increase job satisfaction and engagement for employees of all backgrounds?
3. **Accessibility Score (AS)** – Are all employees equally aware of, familiar with, and comfortable accessing opportunities offered by their employer?
4. **Experience Perception Gap (EPG)** – This metric measures the difference between different populations' lived experiences in their workplace. For example, do equal percentages of women and men, or white employees and employees of color, report being asked about their career goals in the last 12 months?
5. **Visible Advocacy Score (VAS)** – The VAS evaluates how intentionally visible and transparent the organization is in communicating their commitment to equity, including their strategy, both internally and externally.

Organizations had to meet a 60% threshold across these five metrics to be recognized on the GEN Index.

The Index evaluation process is similar to our [Certification](#) process, but is less intensive. The indicators that we score across these five metrics are publicly available in our [GEN Certification Reference Guide](#). For additional questions, please contact us at [Index@ThinkGEN.org](mailto:Index@ThinkGEN.org).

# The GEN Index: Washington's Most Equitable Workplaces

Congratulations to WA's Most Equitable Workplaces!

## 2020 GEN Index Rankings

- 1) Heritage Wealth Advisors (Mercer Island)
- 2) Runberg Architecture Group (Seattle)
- 3) Virtuosity Consulting (Bellevue)
- 4) Pariveda Solutions (Seattle)
- 5) Evia Events (Seattle)
- 6) Aduro, Inc. (Redmond)
- 7) The Rushing Co. (Seattle)
- 8) Seattle Girls' School (Seattle)
- 9) Dorsey & Whitney LLP (Seattle)
- 10) The Miller Hull Partnership (Seattle)
- 11) StrataCore Inc. (Seattle)
- 12) Seattle Credit Union (Seattle)

