DRIVING EQUALITY IN TECH
Best Practice Kit for Your Organization
Kaltura’s mission is to power any video experience. Our core company values are openness, flexibility, and collaboration.

With our mission and values in mind, Kaltura believes in inclusion and strives to ensure diversity and equality across the company’s employees – regardless of race, gender, sexual orientation, nationality or any other aspect.

Gender inequality in the tech industry is challenging, but we no longer want to take a back seat. We are moving it to the front of our minds and taking action to drive change.
OUR COMMITMENT IN THE NEXT 5 YEARS

EVERY NEW OPEN POSITION: at least 1 female candidate to be seriously considered.

BI-YEARLY GENDER EQUALITY CHECK-INS: to track representation and compensation.

CONDUCTING INDUSTRY EVENTS: that promote gender equality and encourage change.

50:50 IN LEADERSHIP

50:50 ACROSS ALL LEVELS OF THE ORGANIZATION
In this kit you can find our equality framework and best practices to promote equality across any organization. This content is based on our own internal experience and extensive research. We are already deep into the process of applying many of these best practices to our workplace culture, with more to come.

We invite you to take a stand and encourage your company to apply these simple actions that can make a real difference.
**GENDER EQUALITY DRIVERS**

- Inclusive Culture
- Managerial Practices
- Recruitment & Onboarding
- Development & Promotion
- Employer Branding
- Company Policies

**EXPECTED BUSINESS OUTCOMES**

- **TALENT**
  - Attraction
  - Retention
  - Engagement

- **PERFORMANCE**
  - Innovation & Collaboration
  - Agility

- **CUSTOMERS**
  - Satisfaction
  - Engagement

- **FINANCIAL**
  - Market share
  - Growth
  - Competitive advantage

**Source:** Based on internal best practices and external research; Expected Business Outcomes are based on Workplace Gender Equality Agency Analysis.
COMPANY POLICIES

How can you encourage change within company policies?

- **Work-life Balance**: Apply flexible work hours and family-friendly policies and practices.
- **Maternity/Paternity Leave**: Generate a company paid maternal and parental leave across the company.
- **Open Communication**: Establish an open and anonymous channel for any request, suggestion, or complaint related to equality or diversity.
- **Inclusive Facilities**: Create a gender-neutral bathroom for people of any sex, gender, or gender identity.
- **Equal Pay**: Conduct equal pay reviews once a year. If pay disparities are found, fix them, and share high-level results.
- **Sexual Harassment Policy**: Ensure that your company’s policy explicitly condemns sexual harassment in the workplace and is publicly available and visible to all employees.

**KALTURA VIDEO TIP**

Creating an engaging video announcement to share your policies is a great way to keep everyone involved and informed!
How can you create a more inclusive company culture?

**Involve Management:** Get your management on board! Once you engage them in defining and tackling the challenge, they’ll become your equality champions.

**Raise Awareness:** Host open lectures and on-site training dedicated to raising awareness of unconscious gender biases.

**Open Communication:** Update employees on recent activities and share your equality and inclusion action plan through company calls, townhalls, and more.

**Employee Survey:** Listen and learn from your employees’ feedback; conduct an anonymous employee engagement survey for all employees and ask about issues like equality and inclusion.

**Employee Leadership:** Create an employee-led equality committee, with the sponsorship of the Executive Team, that will have a direct impact on the equality plan and strategy.

**KALTURA VIDEO TIP**

Conduct a town hall meeting in which your executives announce the company’s move towards equality.
How can you make your managers walk the talk?

- **Executive Sponsorship**: Make sure senior leadership is onboard and highly committed to diversity and inclusion initiatives.

- **Professional Development**: Equip managers to help women employees boost their confidence to further develop their career path, showcase their work, and advocate for new opportunities on a regular basis.

- **Providing Feedback**: Train managers to provide feedback that is specific, as female employees tend to receive vague feedback.

- **Management Training**: Include gender-related interventions in your existing management training and make it part of the agenda of every internal program.

Make sure to showcase a diverse management team in company videos.
How can you make sure your outreach practices promote gender equality?

- **Job Posts:** Make job postings more inclusive and cut “requirements” that aren’t a must, allowing everyone to feel equally qualified to apply. Strive to have a female candidate for every open position.

- **Let Your Women Shine:** Ask the women of your company to be your brand ambassadors and share their success and achievements on the company’s social media and website.

- **Think Ahead:** Recruit women to all leadership levels to ensure equal senior leadership.

- **Interview Process:** Strive to have a diverse interview panel, especially for technical positions.

- **Onboarding:** Share your gender equality policy and practices as part of the onboarding process.

- **Buddy Program:** Initiate a “buddy program” for all new employees and assign a female buddy to new female employees in majority-male teams.

**KALTURA VIDEO TIP**

Create fun and exciting recruitment videos that show a diverse workforce, so that all candidates will feel comfortable to apply.
How can you include equality in professional development?

- **Female Managers:** Set goals for getting more women into first-level managerial roles to decrease the gender gap in management.

- **Mentorship:** Encourage women to join internal mentoring programs aimed at accelerating career advancement and personal growth.

- **Share the Love:** Encourage women to take on high-profile assignments to increase their organizational visibility.

- **Moving Up:** Make internal career opportunities visible to all. Strive to fill out open managerial positions by internal promotions.

- **Get Together:** Create groups and meet-ups for women to network, learn, share, support, and empower each other.
EMPLOYER BRANDING

How can you make sure your branding is in line with your values?

- **Spread the Word:** Share your equality agenda in every encounter with clients and prospects, and make it an integral part of your messaging.

- **Digital Presence:** Add a dedicated webpage to your corporate site to highlight your equality initiative and post videos, tools, and best practices.

- **Community:** Take an active part in different equality initiatives within your community to promote change.

- **Speak Out:** Look for speaking opportunities to share your vision and mission, as well as opportunities for your female employees to share their experiences.

KALTURA VIDEO TIP

Create video content for social to promote your equality initiative.
THERE IS QUALITY IN EQUALITY

Join Us!

LEARN MORE ABOUT KALTURA’S EQUALITY PROGRAM

SIGN OUR PETITION

REACH OUT TO US WITH ANY QUESTIONS OR FEEDBACK