



BSW Meets Gold Standard for Equity-Centered Workplace Culture

SEATTLE — August 14, 2019 — Today, GEN (Gender Equity Now) awarded GEN-Certified status to BSW Wealth Partners, a Colorado-based advisory and investment firm. The GEN Certification is the first data-driven standard for gender equity in United States businesses. Created by a consortium of award-winning data analysts, experts in the field of gender studies and a research team at the University of Washington, GEN Certification recognizes companies whose practices and processes support gender equality.

“We created the GEN Certification to reward leaders like BSW, who go beyond good intentions to meaningful action,” said Sara Sanford, executive director of GEN. “While we see a lot of businesses publicly claim a commitment to gender equity, BSW’s leadership demonstrates what it looks like to put that commitment into action. They approached this process ready to learn and embraced systemic changes that will level the playing field for employees of all backgrounds.”

As part of their efforts to meet the GEN Certification standard, BSW revised their paid leave policies and involved their executives and shareholders in de-biasing their hiring and performance evaluation practices. “While equity and inclusion have always been core values at BSW, we wanted to make sure we’re practicing what we preach. We know true equity takes more than a marketing initiative or a single training.” said David Wolf, Managing Principal at BSW. “The GEN Certification process didn’t just give us a stamp of approval. It gave us an evidence-backed action plan to de-bias our business practices. Identifying and removing hidden barriers to equity isn’t just the right thing to do – it’s the smart thing to do. We know it will give us a competitive advantage.”

BSW’s early certification also means they qualified for GEN’s ‘20 by 2020’ – a shortlist of the first twenty businesses to achieve GEN Certification status.

Businesses that apply to be certified are audited on employee experience and internal processes across a rigorously derived set of sentiment indicators and process criteria. Businesses that rate on the spectrum of compliance can engage in GEN processes of continuous improvement to achieve full certification.

About GEN (Gender Equity Now)

GEN, a nonprofit corporation in the State of Washington, uses data-driven approach to de-bias workplace processes and foster systemic equity. GEN’s mission is to elevate equity to a business imperative. GEN can be found at www.thinkgen.org.