

# INVESTING IN WOMEN'S WELLBEING: A BUSINESS IMPERATIVE FOR LASTING IMPACT

BY JOELLE MONACO

Imagine a workplace where women don't just survive the daily grind—they thrive. Picture a team where diverse perspectives are celebrated, mental health is prioritized, and every individual feels empowered. Now, contrast that with the reality many women still face in today's workplace, long hours compounded by caregiving responsibilities, unrelenting workplace stressors, and systemic inequities that chip away at confidence and career potential.

Women make up nearly 47% of the U.S. workforce, yet they encounter persistent challenges that impact their mental health, wellbeing, and career potential. Despite advancements, the current data tell a story worth elevating:

**43% of women report feeling burned out**, compared to 31% of men.

Women, especially women of color, experience **higher rates of discrimination** and microaggressions, diminishing job satisfaction and mental health.

**75% of caregiving responsibilities fall on women**, creating a constant push-pull between work and home.

On average, **women earn 82 cents for every dollar earned** by men, contributing to financial stress and increased job dissatisfaction.

Supporting women's mental health and wellbeing is not just the right thing to do—it's a strategic business advantage. Organizations that champion women's wellbeing consistently experience higher rates of retention, increased productivity, and an all-around more engaged workforce. When leaders invest in creating psychologically safe and inclusive environments, they unlock the potential of their entire team, driving innovation, loyalty, and growth.

So, what can workplaces and leaders do? Those aspiring to be industry leaders can start by implementing intentional measures to enhance women's mental health and



wellbeing, thus creating a ripple effect throughout their workforce and community. While various strategies exist to elevate women's wellbeing in the workplace, the key to meaningful results lies in two critical factors: commitment to consistent support and the implementation of research-backed approaches that deliver measurable outcomes.

Moving beyond good intentions and driving measurable impact, organizations can implement actionable strategies to enhance women's wellbeing:

- **Promote Flexible Work Options**

- Implement hybrid and remote work policies to support life-work integration.
- Support flexible schedules to accommodate caregiving responsibilities.
- Encourage "no-meeting" blocks to reduce burnout.

- **Enhance Mental Health Support**

- Provide Employee Assistance Programs (EAPs) with counseling and caregiving services.
- Offer on-site or virtual mental health resources tailored to women's unique challenges.
- Normalize mental health days as part of organizational culture.

- **Develop Women's Leadership & Mentorship Programming**

- Create mentorship networks to support women's career growth.
- Invest in leadership development programs to elevate women into decision-making roles.
- Implement designated time for employees to engage in these programs.

- **Encourage Psychological Safety**

- Train managers in empathetic leadership and active listening.
- Foster support groups or employee resource groups (ERGs) for women.
- Implement regular wellbeing check-ins to assess workplace culture.

The time to act is now. Building workplaces where women thrive—not just survive—requires more than policies on paper. The keys to success are intentional action, ongoing commitment, and a culture that values mental health and wellbeing. When we create spaces where women feel valued, supported, and empowered, the ripple effect extends beyond the workplace—benefiting families, communities, and the economy.

What actions will you take today to cultivate an environment where women can thrive? The future of work depends on it.

Lead by example,

**Joelle M. Monaco**

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