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These Gender Equality Trailblazers are Fighting to Close the Pay Gap.



Natasha Lamb

Investing in Transparency

WHEN NATASHA LAMB WAS A VICE PRESIDENT with a Boston investment firm and expecting her second child, she asked for more flexibility to cut down her three-hour daily commute. Her boss said no, so Lamb quit and started her own company.

In 2013, she co-founded Arjuna Capital, a wealth-management firm that invests in companies with a social and environmental conscience. "There are different ways that people can have a positive impact in addition to earning competitive returns," Lamb says. Committed to leveling the playing field for women, Lamb has been a leader in advancing women's rights in the workplace — most notably, in addressing the salary disparities between men and women at the companies in her clients' investment portfolios. "It's untrue to say that the

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gender pay gap is a myth," she says. Lamb has been instrumental in pushing some of the country's largest Fortune 500 companies — 22 so far — to expose their own gender and racial pay gaps and then commit to closing them. "What we find is when companies are transparent," she says, "they actually take steps to improve their performance." Companies may not want to admit they have racial and gender gaps, she says. But there is an incentive for them to do so. "Closing the gender pay gap is not only the right thing to do, it's good for business," Lamb says. "We know from

the data that having more women and more people of color on teams and in leadership leads to financial out-performance, because there's diversity of thought, diversity of perspective."

The benefits of wage equality also have a positive ripple effect. "If women and people of color are paid fairly for the work that they do," Lamb says, "it would be a boon to our economy, because people spend the money that they make. If we wait another 50 or 100 years to close the gender pay gap, then we're missing a huge opportunity."

Three Ways To Get Started Toward Gender-Equality

SPEAK UP

"It's a two-way street at the moment, as many, many more companies are stepping up to encourage women and create an inclusive culture," Jane Fraser says. "But women also have to do their part by getting into the often uncomfortable zone of raising their hands for promotion and stepping up to the plate, asking for the flexible program or the other things they need to have a bit of balance."

SUPPORT THE FIGHT FOR WOMEN'S EQUALITY

"Some people will be able to fight more than others," Harriet Harman says. "But everyone can support women who are taking a stand. You'll look back in 50 years' time and think: 'Goodness me. However was it regarded as acceptable that men were in charge and women were doing their bidding?'"

CHALLENGE 'BUSINESS AS USUAL'

"Pay equity has become a lightning rod for the change we need to see in our society," Natasha Lamb says. "Women can run for office and win. Celebrities and athletes can shine a spotlight on the issue. We may be living in a patriarchy, but now is the time for all women to challenge the status quo."

The New York Times

THURSDAY, SEPTEMBER 19, 2019

Pompeo Calls Saudi Strike An 'Act of War' by Tehran

President Seeking to Be Tough Without Pulling Trigger

Growing Worry That Tensions May Lead Into Full Conflict

Fed Announces A Second Cut As Risks Rise

After a Divisive Israeli Election, Calls for Unity

WASHINGTON — The Federal Reserve lowered interest rates to a quarter of a percentage point on Wednesday. It moved the rate down 25 basis points to 2.00 percent, the lowest since 2008, and signaled it may begin additional steps of easing.

The move, a general member of the Atlanta branch said, was the most aggressive of the Fed's easing measures since the global financial crisis.

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INVESTING IN TRANSPARENCY

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