



# 2025 Research Opportunity: Gender Barriers in Retail/CPG Industry



## Introduction

LEAD Network is partnering with Shape Talent, an award-winning gender equity consulting firm to conduct a study aimed at identifying the root causes blocking women's career progression in the retail/CPG industry.

### The Study

**Scope:** the study has been defined based on an evidence based model exploring women's career progression (the Three Barriers Model) and will be conducted through a scientifically validated survey designed to measure barriers and identify solutions

**Time commitment:** the survey takes approximately 10 minutes to complete

**Participation:** we are looking for diverse groups of employees across all genders, roles, functions, countries and leadership levels

**Survey distribution:** Participants will receive a link to an online platform, fully anonymized and compliant with GDPR regulations

**Language options:** the survey is available in English, German, Spanish, Swedish and French

### Important information

- Participation in the survey, along with the creation of your company specific report, is free of charge.
- The survey windows will be 2 weeks, at a time during April, May or June that works for your company.
- Answers will remain confidential, and results are reported in aggregate format only.

### Shape Talent's "Three Barriers Model"



## Why participate?



Participating organizations will receive a tailored, confidential report pinpointing the most predominant underlying barriers to gender balanced leadership in your organization



The report will measure the extent to which different barriers impact women's career progression and retention, along with practical implications



Aggregated anonymized data from all corporate participants will contribute to an Industry Report made available to create industry standards and enhance our representation as an industry

All of this is **free of charge** for partner companies!

### Questions?

Please email us:  
[operations@theleadnetwork.net](mailto:operations@theleadnetwork.net)



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## Frequently Asked Questions

### Who should complete the Gender Barriers study?

Employees of all genders from various departments and roles within your organisation to ensure diverse experiences are reflected. We ask corporate partners to ensure this includes employees in different functions, locations (including shop floor and HQ), countries, and leadership levels.

### Do we need to pay to participate?

No, participation and your company report are included as part of your partnership. If you require additional custom analysis, you can engage directly with Shape Talent (this additional work would carry a fee negotiated with Shape Talent).

### Is the survey confidential?

Yes, all responses are fully confidential and comply with GDPR.

### Do we need to commit to a minimum response rate?

For statistical reliability, we request at least 100 responses per unit of analysis, aiming for at least 1,000 responses per corporate partner.

### What if we don't meet the required response rate?

We will support you with an internal engagement campaign to maximize participation. Before closing the survey, we will review response numbers and discuss whether to extend the campaign if needed.

### When will the survey be conducted?

We will align with your internal scheduling, with survey campaigns typically running for two weeks and we are aiming to conclude the field work by end of July 2025.

### When will we receive our company report?

Within three months of launching the survey.

### Will anyone else be able to access our company data?

No, your company data remains confidential. The Industry Report will only present aggregated and anonymised findings.

### How many companies will participate?

We aim to recruit eight corporate study partners alongside a broader member-driven campaign.

### Are different language options available?

Yes, we will offer the survey in English, German, Spanish, Swedish, Italian, and French.

Still have questions?

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