



SYNECTICS  
SOLUTIONS

# GENDER PAY REPORT 2023





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Founded in 1992, Synectics Solutions was founded on the ideals of working closely with employees and clients to exploit technology and enable better decisions to be made from the intelligent use of data.

We're very proud of our company culture and have worked hard over the years to create an environment in which all our staff can truly flourish regardless of their gender. An environment where they are supported to grow as professionals as well as evolving and innovating the products and services that we provide to our customers.

**This is the seventh Gender Pay Report for Synectics that has been produced in response to the UK Government's requirement to analyse and report on any gaps in pay or reward between genders.**

**Our report illustrates the position for Synectics Solutions as of March 2023 for our entire company.**

**The results of our analysis show that there was a gender pay gap within the company of 20.50%.**

## WHAT IS THE GENDER PAY GAP?

The gender pay gap is the difference between the average earnings of men and women, including pay and bonuses, within an organisation. The pay gap is not the same as equal pay, which is about pay for work of equal value.

## GENDER PAY GAP REPORTING IS PRODUCED VIA TWO DIFFERENT MEASURES

### A MEAN AVERAGE

Involves adding up all the numbers and dividing the result by how many numbers were in the list.

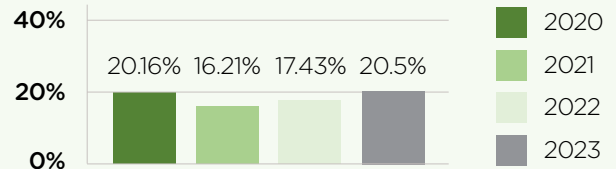
### A MEDIAN AVERAGE

Involves listing all the numbers in numerical order. If there is an odd number of results, the median is the middle number. If there is an even number of results, the median will be the mean of the two central numbers.

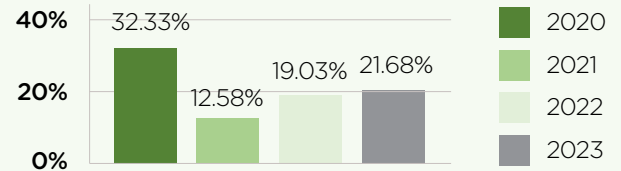
## ORDINARY PAY

These charts illustrate the gender pay gap between men and women working at Synectics Solutions, providing a comparison from 2020 through to 2023.

### MEAN PAY GENDER GAP



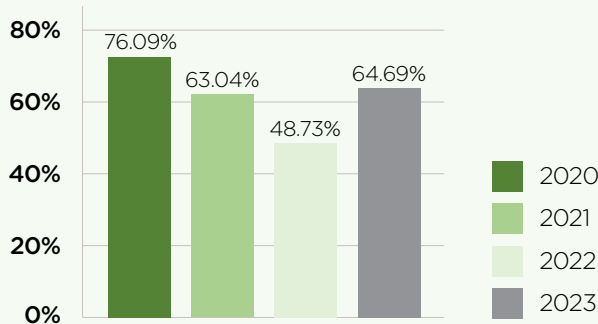
### MEDIAN PAY GENDER GAP



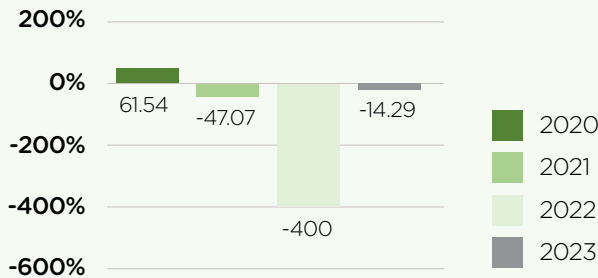
## BONUS PAY

These charts illustrate the percentage of men and women working at Synectics Solutions receiving a bonus, including a comparison from 2020 through to 2023.

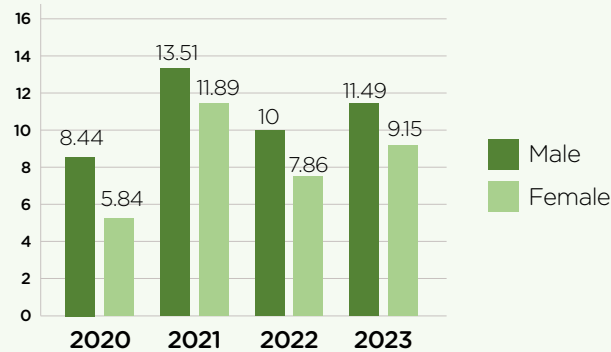
### MEAN GPG - BONUS PAY



### MEDIAN GPG - BONUS PAY



### Year on Year comparison: Proportion of Male and Female employees paid a bonus (including commission for positions with sales targets).



There is no quick fix to the representation issue. This is a challenge faced across the tech sector. We recognise that this is a journey, one we are fully committed to and believe the actions we are taking now are, and will continue to have, an impact on improving the diversity of our workforce over time.

Synectics Solutions believe in paying staff members equally for the same or equivalent work, regardless of their gender or any other protected characteristic.

It is our belief that our gender pay gap does not stem from paying men and women differently for the same or equivalent work. Rather it is the result of the roles in which men and women work within Synectics Solutions and the salaries that these roles attract.

As a relatively small company with multiple roles across the business, small changes in turnover can have a significant impact on our gender pay gap which accounts for the fluctuations seen over the past three years.

## ACTIONS WE HAVE TAKEN THIS YEAR:

- Synectics Solutions continues with the practice of not requiring applicants to share existing salaries in our recruitment processes, with the intent to overcome any pre-existing bias from previous employment from carrying forward in a person's career path with Synectics.
- We have updated our careers page to include representation of both male and female colleagues in various roles within Synectics and provide a short synopsis of their career path with us.
- We retain our flexible, hybrid-working status, something we recognise supports everyone, but has a particular impact on supporting women in the workplace.
- We engage with local schools and recruitment fairs, providing insight into the skills we look for and support CV writing and interview skills, with the aim of inspiring our workforce of the future. Our Chief Financial Officer is a trustee of the Potteries Educational Trust; a role though which she can influence the strategic direction of the education in the city.
- We continue to run a series of pick'n'mix workshops for staff to focus on their leadership development.

Our next focus is to further develop our careers page and employer value proposition to ensure we are as inclusive as possible in attracting, developing, and retaining key talent.

## SYNECTICS LEADERSHIP TEAM

Synectics' Board of Directors are highly aware of the importance of empowering women in the workplace and are actively involved with local educational establishments such as City College in Burslem, Stoke-on-Trent and Staffordshire University.

At the time of this census data Synectics Board of Directors is 50% female with the Chair (Carol Shanahan), Finance Director (Rosie Jones), Legal & Compliance Director (Marian Humphreys) and Director (Kate Beardmore) – all of whom are passionate about championing the need to encourage more women into senior positions within the company.



**Carol Shanahan**  
Chair



**Kate Beardmore**  
Vice-Chair and Executive Director for People and Client Success



**Marian Humphreys**  
Legal & Compliance Director



**Rosie Jones**  
Finance Director

## DECLARATION

### Rosie Jones, Finance Director.

I confirm that our data has been calculated according to the requirements of the Equality Act 2010 (Gender Pay Gap Information) Regulations 2018.