

"Men statistically apply more often when you write 'you will manage a team' in a job post, and women are more likely to apply when you put 'you will develop a team.' However, if you say 'you will lead a team', you attract both genders".

Fascinating. Rascoff says to keep positive though, because while the pay gap definitely exists, [Pew Research](#) shows it is narrowing, particularly in younger generations, and a combination of awareness, policies and the changing fabric of corporate culture will hopefully bring things back into balance.

Do your bit by standing up for equal pay for equal work, and read more here:



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ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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