

IMAGINE

SUDDEN SWEATING

SUDDEN SWEATING CHILLS

**SUDDEN SWEATING
CHILLS
NIGHTSWEATS**

**SUDDEN SWEATING
CHILLS
NIGHTSWEATS
WEIGHT GAIN**

**SUDDEN SWEATING
CHILLS
NIGHTSWEATS
WEIGHT GAIN
MOOD SWINGS**

**SUDDEN SWEATING
CHILLS
NIGHTSWEATS
WEIGHT GAIN
MOOD SWINGS
ANXIETY**

AND

GETTING FIRED.

**THIS IS THE REALITY
OF MANY
EXPERIENCING
MENOPAUSE.**

**THEY ARE
PROFESSIONALLY
AND FINANCIALLY
PENALIZED.**

**FOR A NATURAL
PROCESS.**

A screenshot of a Bloomberg news article header. The top navigation bar is black with the Bloomberg logo in white on the left, a white 'Subscribe' button in the center, and a white hamburger menu icon on the right. Below the navigation bar, the word 'Equality' is written in a grey font. The main headline is in large, bold, black text. Below the headline, there are two bullet points in black text, each preceded by a small black square.

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Equality

Women Are Leaving the Workforce for a Little-Talked-About Reason

- About 900,000 quit U.K. jobs due to menopause: a 2019 survey
- Global menopause productivity losses top \$150 billion a year

\$1.8 B

**lost in working time
per year**

15%

**menopausal people said
they missed work or cut
back on hours**

1%

**said their symptoms
were so severe
they had to quit or
were laid off**

43%

**menopausal people are
more likely to leave
their job by 55**

**IT'S NOT *JUST*
ABOUT THE
ECONOMIC
CHALLENGES**

**IT'S ABOUT THE
PHYSICAL**

**IT'S ABOUT THE
PHYSICAL
MENTAL**

**IT'S ABOUT THE
PHYSICAL
MENTAL &
SOCIAL
CHALLENGES**



**Those years of
confusion, self-
doubt, and severe
anxiety practically
killed my entire
career.**

Enia (pseudonym),
a 51-year-old tech executive

WE ARE
FIGHTING FOR
A WORLD
WHERE THE
FLASH CEILING
DOESN'T EXIST.

Education + Awareness

Menopause is a taboo, both in and outside of the workplace. There's a lack of awareness and education about the debilitating personal and professional effects of menopause.

1

Accomodation

The menopausal workforce deserves flexible time off, breaks, support infrastructure, and other reasonable accommodations for menopause symptom management.

2

Regulations + Incentives

The government needs to intervene to make the glass ceiling a thing of the past. That means designating "menopausal" as an explicitly protected class and incentivizing hiring of menopause-aged workers.

3

Allyship

Menopausal workers need the support of their doctors, employers, HR departments, and allies of all ages and gender expressions. We seek to foster greater understanding and an emboldened community.

4

WHO ARE WE TALKING TO?

WHO ARE WE TALKING TO?

EMPLOYERS

THE MENOPAUSAL WORKFORCE

ALLIES OF ALL AGES AND GENDER EXPRESSIONS

GOVERNMENT AGENCIES

**IT'S TIME TO
BRING
THE HEAT.**

Ready?

OUR SYMBOL



MIND THE MEN GAP

OFFICE FLASHPOINTS

calling cards
for corporate settings

FLASH MOBS

guerrilla tactics and
organized protest

HOT TAKES

elevating the stories
of menopause

HOTBOX FUNDRAISER

providing support
and raising funds

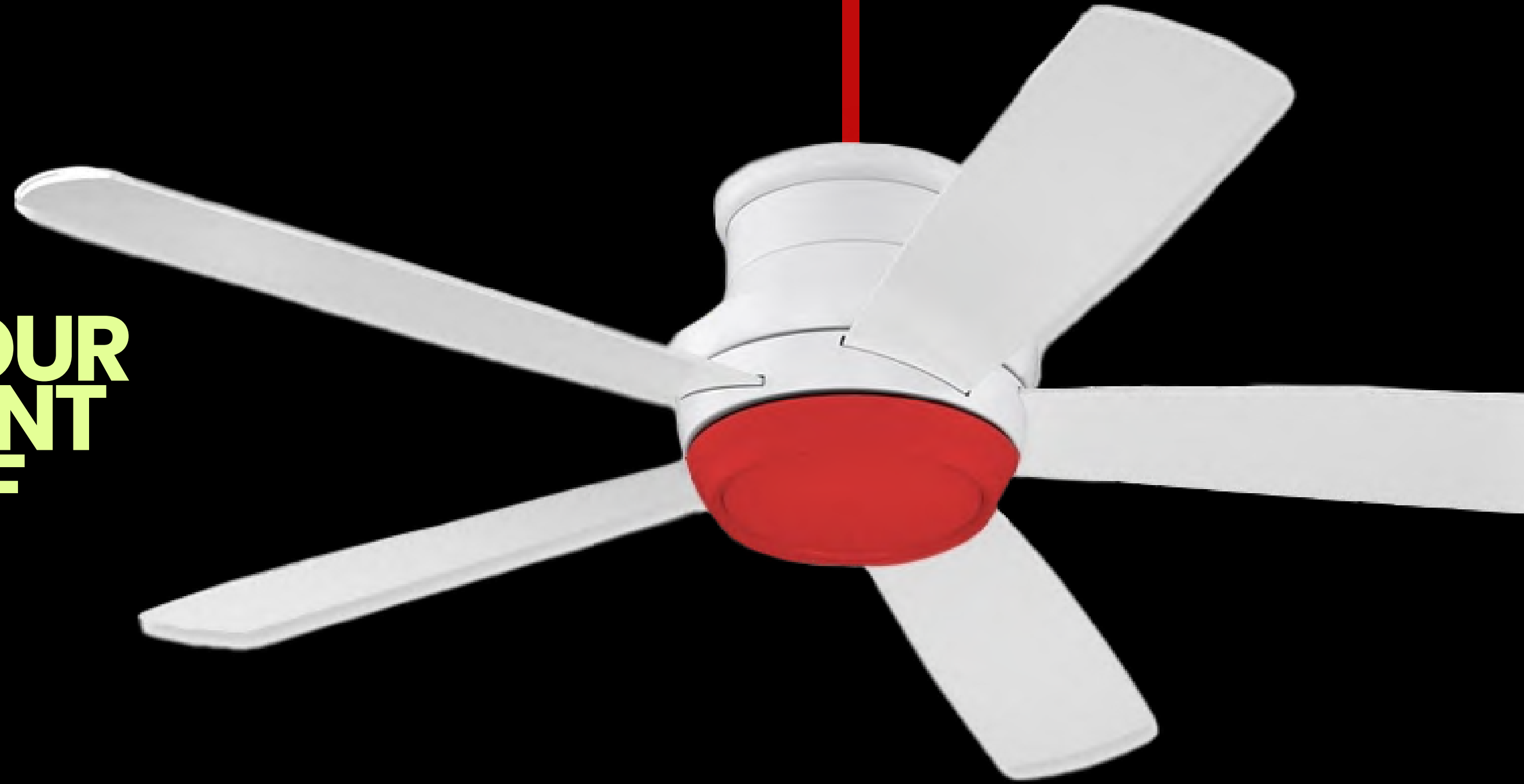
OFFICE FLASH POINTS

**visual calling cards designed
for corporate settings**

**OUR UNIFORM
CHALLENGES
THE BUTTONED-
UP POLITICS OF
CORPORATE
CULTURE**

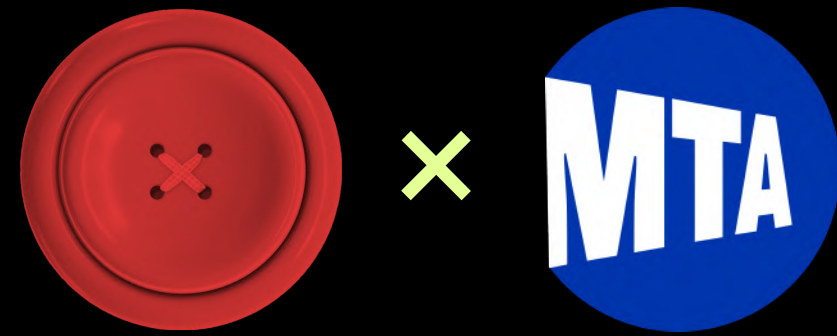


**WE COLOR OUR
ENVIRONMENT
AS A SIGN OF
PROTEST**



WE CREATE OUR OWN MARKS OF IDENTIFICATION





**WILD POSTINGS TO
SPEAK TO COMMUTERS**

WE TAKE OUR CAUSE TO THE TUNNELS AND STREETS



FLASH MOBS

guerrilla tactics and organized protest designed to turn heads

**WE TURN UP
THE THE
THERMOSTAT
TO MAKE THEM
FEEL THE HEAT**



WE MAKE OUR POLICYMAKERS SWEAT




WITH SLOGANS LIKE

IT'S GETTING
HOT IN HERE



WITH SLOGANS LIKE

**HYSTERICALLY
PISSSED  FF**

WITH SLOGANS LIKE

**SWEATING
NOW?**



HOT TAKES

**leveraging technological affordances
to organize and get real about
making it through menopause**



MAHEEP KAPOOR



GWYNETH PALTROW



MICHELLE OBAMA

"THE HOT SEAT" SOCIAL CONTENT SERIES



#MYHOTTAKE
#MINDTHEMEN●GAP




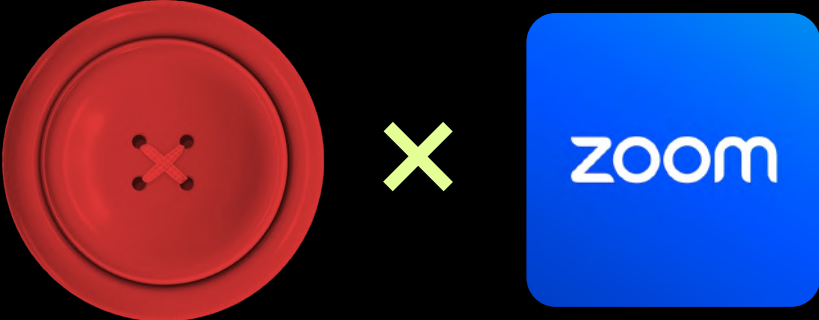
"BRING THE HEAT" COMMUNITY FORUMS

DAY OF PAUSE

**on the hottest day of the year,
we'll join forces with other reproductive
health movements to pause for
discussion and action**

WE ORGANIZE REGIONAL DAYS OF PAUSE

S	M	T	W	T	F	S
	1	2		4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



10-MINUTE REDOUT ON THE DAY OF PAUSE FOR HYBRID WORKSPACES

HT BOX FUNDRAISER

we'll partner with Cycle—the first menstrual care kit that grows with you—to create the first menopause care kit, with proceeds funding our movement



**BE THE
CHANGE.**

**BE THE
CHANGE.
MIND THE
MEN  GAP.**

THANKYOU



Pitch

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