

How Ursula Mead and InHerSight are Revolutionizing How Women Find New Job Opportunities

Women are quickly becoming the majority in the American workforce, and InHerSight is devoted to helping them find the best company to suit their needs.



There's no doubt that today's economy and job market have presented endless challenges for the American public. Women have especially felt this, considering that job hiring discrimination against women and people of color is still prevalent within the United States. This is where Ursula Mead and her brilliant idea come in.

Mead came up with her plan to help women of all ages find job opportunities and companies that truly promote equality back in 2013, when she was still vice president at the Motley Fool. This quickly developed into [InHerSight](#) - an online platform that asks women to rate current or former employers on 15 metrics that are used to determine if the company is a good source of gender equality (anonymously, of course). Some of the factors being measured included salaries, benefits, the option to telecommute, management and promotion opportunities, and the support for diversity.

"We only want to be scoring and measuring companies on things that they can affect and things that can lead to gender equality at work", according to Mead in a [2017 interview with CNBC](#).



Companies such as Amazon, Google, and more are provided feedback on all of the above factors and more, in order to help women, especially those of color, find the best job and company for them. It goes above and beyond what platforms like [Indeed](#), [Glassdoor](#), [Comparably](#) are doing to aid people in finding the right role. InHerSight is dedicated to building a communicative and supportive environment specifically for women.

InHerSight is listening directly to women and what they have to say about their experience at a given company, which helps other women make the best decision for themselves. It empowers women to speak up and give detailed accounts about over 1,000 companies, not just certain ones in top books or articles, as well as some of the changes that must be made going forward.

"Those lists of best places to work or best places for women to work just address those specific companies", said Mead. "But there are thousands of companies out there, and I believe that all of the change that needs to happen should be driven by the women working there."

This is even more important for Black women looking to find a new job, as they are much more likely to experience discrimination in their workplace. According to a [December 2022 study conducted by the Pew Research Center](#), nearly 64% of Black adults have said that bias or unfair treatment based on a job applicant's race or ethnicity is currently a major problem, compared to 49% of Asian and 41% of Hispanic adults, and only 30% of White adults.

Another [study](#) showed that in many Western countries, on average, Black job applicants, as well as other people of color, had to submit 50% more job applications in order to receive a callback for an interview. For example, if a white job applicant has to apply for 20 jobs to receive a callback, then a Black applicant or other person of color would have to apply for 30.

Indeed, it can feel seemingly impossible at times for young Black women to find the right job. These instances of bias, whether intentional or not, can greatly prolong their job search, or make it much more difficult to grow within their current organization.

Luckily, InHerSight has significantly reduced the hassle in terms of researching a company and examining their values. Ursula Mead knows that her platform is quickly becoming a top choice for female job seekers across the country, and that it is a great position to help both job applicants and hiring businesses find their perfect match.

She achieved her goal of helping women find companies that can fulfill their personal and professional needs, yet she also knows that there is a lot more work to do. Women are rapidly making up a larger percentage of the workforce, which encourages her to keep building upon InHerSight and make sure that all female employees and job hunters' voices are heard.

"You know, before I started this company, I looked for a solution like this online and I couldn't find it," Mead said to CNBC in 2017. "It was so critical to me that I just said, Let's build it."