Conduct a gender pay gap analysis. Gather your data and enlist an analyst to take a look at your salary and bonus data by gender, department, tenure, age, education, and location. For a step-by-step guide, see How to Analyze Your Gender Pay Gap: An Employer’s Guide.

Pledge your commitment. Show candidates your commitment by taking the Equal Pay Pledge on Glassdoor. Demonstrate your commitment to equal pay by sharing the results of your study with employees and celebrating any adjustments made.

Make equitable offers. Since research shows that women and older workers are less likely to negotiate, leave less room for negotiation in your offers. Evaluate pay scales at least annually to become more transparent in your approach to pay.

Equalize performance reviews. Performance reviews, promotions, and bonus distributions can be affected by unconscious bias relating to behavioral traits, favoritism, and male-based definitions of success. Provide manager training and controls to ensure women and men are being evaluated fairly.

Start the conversation. Encourage employees to use their voice by posting reviews and salaries on Glassdoor.com.