

## INSIGHTS + NEWS

## AiVi Nguyen Quoted in Worcester Business Journal's "Experts: Retaining women during and after the pandemic requires communication and empathy"

MAY 3, 2021

The pandemic has disproportionately impacted women in the workforce compared to men. A group of women professionals addressed this challenge and discussed how employers can help support their non-male employees during the webinar "[COVID-19 + Working Women: How to Reverse the Shecession](#)." The *Worcester Business Journal* spoke with AiVi Nguyen, who also moderated the webinar, about what she thinks employers should do.

"It's just the listening that people need... Companies are not going to be able to give their employees everything they need to get through their personal issues, like the personal hurdles we have because of the pandemic, but creating a space where someone can say, 'This is what I need' ... is better than not having it, even if you don't have the solution," Nguyen said.

Continue reading "[Experts: Retaining women during and after the pandemic requires communication and empathy](#)" on the *Worcester Business Journal* website.