

CATALYST
WORKPLACES THAT WORK FOR WOMEN

ENGAGING MEN AS INCLUSION CHAMPIONS

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About Catalyst

Catalyst is a global nonprofit working with some of the world's most powerful CEOs and leading companies to help build workplaces that work for women. Founded in 1962, Catalyst drives change with pioneering research, practical tools, and proven solutions to accelerate and advance women into leadership—**because progress for women is progress for everyone.**

OUR VISION

**WORKPLACES
THAT WORK
FOR WOMEN**

OUR MISSION

Accelerating progress
for women through
workplace inclusion.

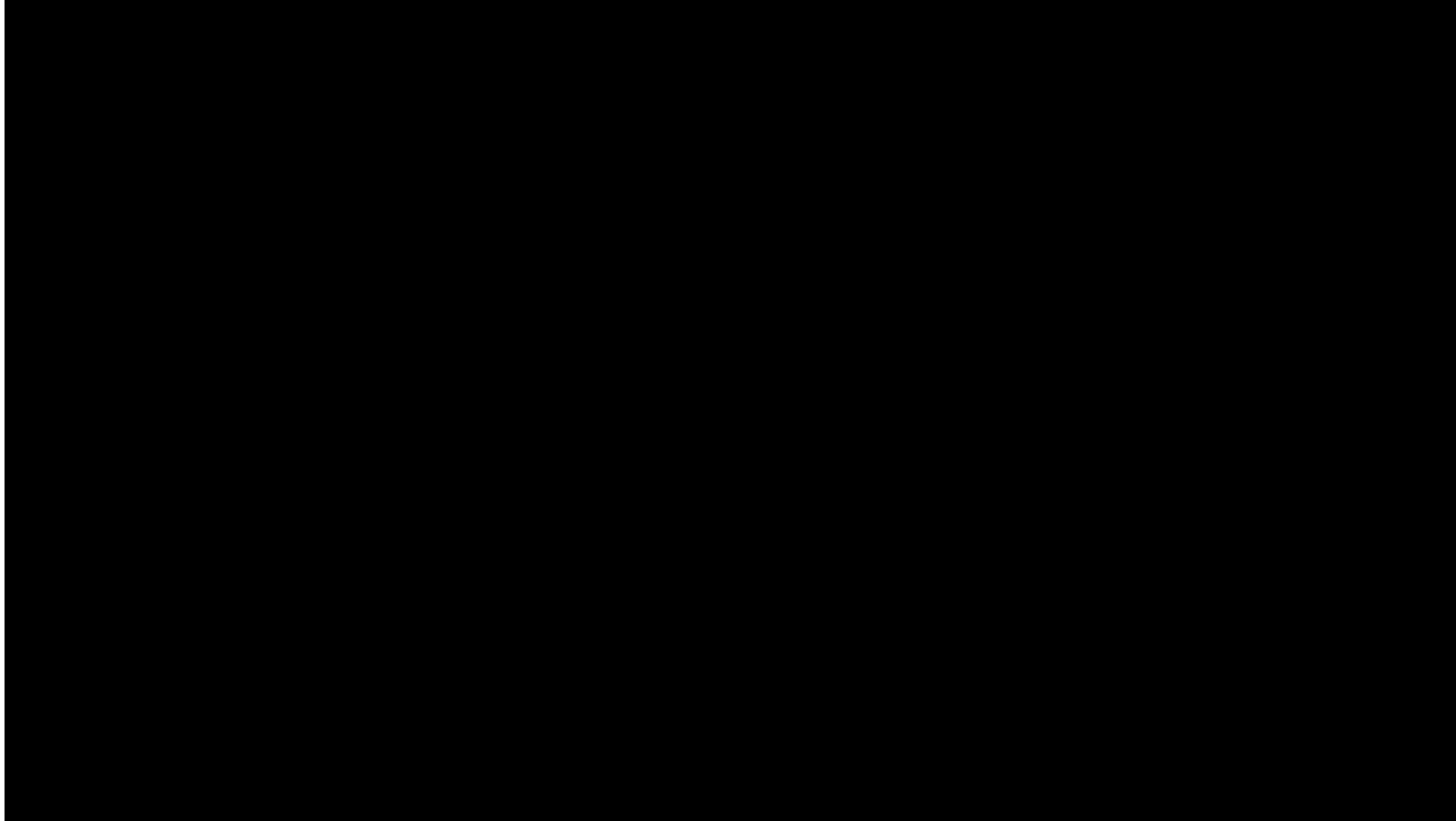
WHAT DOES IT MEAN TO DO SOMETHING “LIKE A GIRL”?

“DEFINING” GENDER



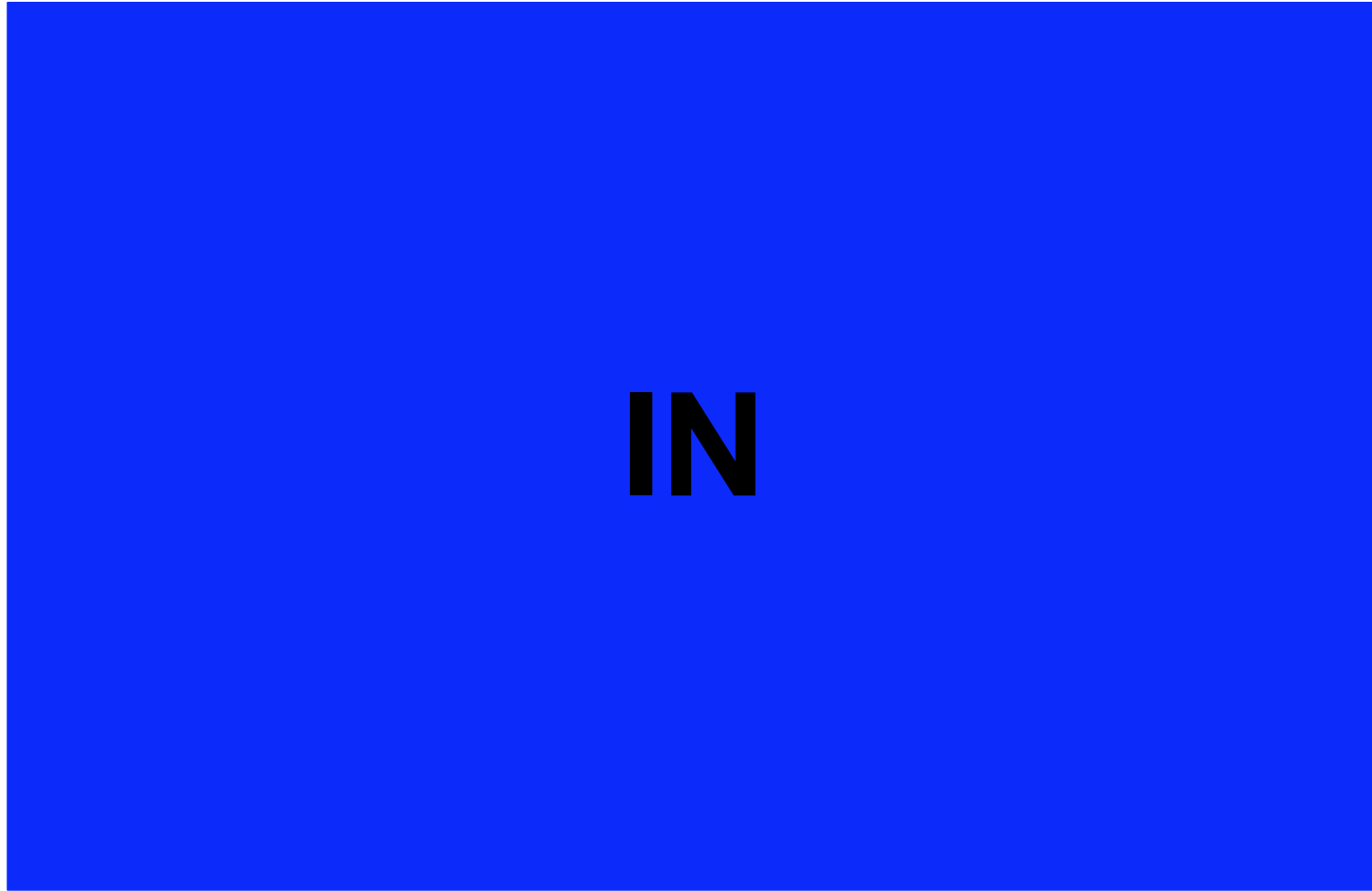
WHAT DOES IT MEAN TO “BE A MAN”?

“DEFINING” GENDER



THE GENDER BOX

OUT



IN

OUT



**What prevents some men
from engaging in gender equity
efforts?**

BELIEFS OF WHY MEN AREN'T ENGAGED

- Men are sexist
- Men don't care about equity/others
- Men are the problem to progress
- Men carry all the privilege
- Men will lose power
- Men believe that everything is fine
- Diversity is a topic that has nothing to do with men

BARRIERS TO CHANGE

Ignorance

- A lack of awareness of gender bias
- By virtue of being male, men believe they are uninformed

Apathy

- Missed understanding of the personal value of equity

Fear

- Fear of losing status
- Fear of making mistakes
- Fear of other men's disapproval

RESULT?

- Men feel blamed
- Men's authenticity is called to question
- Men operate from the sidelines
- Lack of opportunity for men to lead
- Diversity fatigue
- Lack of opportunity for men to support other men
- Men are believed to be the only to have something to learn
- Diversity is a zero-sum conversation

REMOVING THE BARRIERS

Three Factors Pave the Way to Awareness of Inequity:

1. Defying masculine norms
2. Women mentors
3. Sense of fair play

But only a sense of fair play predicts championship behavior

UNLOCKING ALLIES

- Discourage zero-sum thinking
- Expose men to male role-models
- Provide women mentors for men
- Invite men in
- Focus on personal relevance to men
- Adopt an inclusive leadership mindset and reexamine leadership traits

ABOUT MARC

MARC is committed to achieving gender equality in the workplace through the perspective and support of men.



WHY MARC LEADERS?

The value-add for organizations

- Provides structure and direction
- Translates insights into action
- Leverages accelerators and motivators for men
- Establishes a network of like-minded colleagues
- Turns focus to effective cross-gender partnership
- Reveals the mutual benefit of inclusion
- Adds accountability to individual leaders and teams

MARC ALUMNI INSIGHTS

“I came to the MARC conference knowing that male privilege creates advantages for me, and asking myself why I wasn’t doing more for gender equality. I have daughters. I’m married. I want equality for the women in my life. I left MARC with a personal action plan and specific steps that I take towards gender equality for women in my life, at P&G and those I do not know .”

- Illya Thomas, Director, P&G

“The MARC Leaders workshop was a transformative, eye-opening experience that challenged us to examine our current paradigms and biases in order to make us more effective, inclusive leaders. Through a combination of lessons and open dialogue, the workshop effectively broke down barriers and empowered us to become champions of diversity within the organization.”

—Kameron Keesling, Senior Merchant, Sam’s Club

ALUMNI COMMITMENTS

- Evaluate salary bands for inequalities
- Assess succession plan strategy
- Increase gender representation using specific targets
- Join ERG leadership teams
- Develop 'elevator pitch' for engaging other men
- Sponsor a woman
- Further investigate personal blind spots
- Partner with women to build 'safe places' to discuss opportunities

ACTIONS MEN CAN TAKE TO CREATE AN INCLUSIVE WORKPLACE



- Be open
- Talk to other men
- Use work-life flexibility benefits
- Communicate your support
- Take responsibility
- Mentor and/or sponsor
- Speak up
- Be attentive
- Share your stories
- Get involved



ACTIONS WOMEN CAN TAKE TO SUPPORT MEN'S ENGAGEMENT



- Be the change you want to see
- Challenge your assumptions
- Recognize that men also experience bias
- Intentionally invite men
- Be open to missteps
- Develop partnerships
- Challenge men to do more
- Help men see their privilege
- Mentor male colleagues

THANK YOU

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