

MALE ADVOCACY PROFILE

Do you believe in and advocate for Gender Equity?

Thank you for taking our Male Advocacy Profile (MAP). As you know, becoming an advocate is a process. It starts with understanding where you are currently and how you put your beliefs into action on a daily basis.

Each of us approaches championing women at work in different ways.

Based on your quiz results, here are some tips and actions you can take to be a more effective champion and advocate for women in the workplace.

NOTE: *This is not a clinically validated test. It is a guide to help you assess further exploration of your advocacy.*

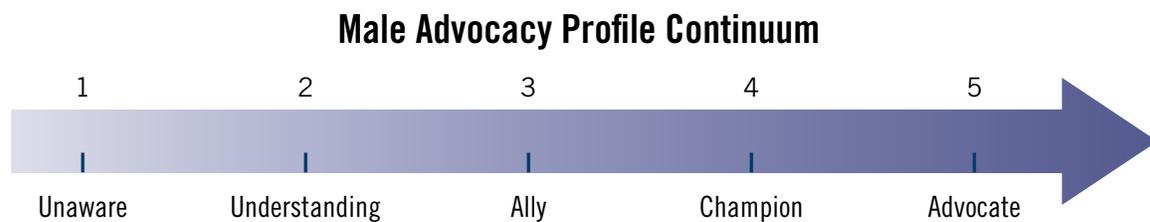
THE QUIZ

SECTION ONE: Attitudes and Empathy

Section One is designed to assess your Attitudes and Empathy regarding Gender Equity in the workplace. Your score indicates how you **think** about gender equity. These beliefs are created from the experiences from our lives, our unconscious bias and your belief in the need for fairness in the workplace.

SECTION TWO: Efficacy and Activism

Section Two is designed to assess your Efficacy and Activism regarding Gender Equity in the workplace. Your score reflects the **actions** you choose to take, or not take, to demonstrate your commitment to gender equity. While based on belief structures, these are more than likely learned behaviors and/or may also be reflective of our environment and workplace culture.



*Plot your **Section One** score with an X. Plot your **Section Two** score with a Y.*

UNDERSTANDING THE QUIZ AND TAKING ACTION

Unaware

You may not realize you are hindering equality in the workplace. You may be indifferent to the concept of building male allies in the workplace. Perhaps you are uncertain about why there needs to be a focus on advancing women. To further your journey toward understanding and advocacy:

- Seek opportunities to engage in conversations with women and underrepresented people about their experiences in the workplace.
- Examine your attitudes and behaviors toward women in the workplace.
- Attend a women's resource group meeting at your company or in your local community.

Understanding

You express some interest and/or desire to engage women in the workplace. On occasion, you look for opportunities to engage women in the workplace. However, you may not yet have clarity or see meaningfulness in the business case for advancing women. To broaden your commitment to gender equity at work:

- Increase your awareness of company policies and programs that support gender equality in the workplace.
- Consider and discuss the business case for women in your organization regarding women as both consumers and customers. Also discuss the War for Talent and the need to attract and retain women.
- Identify one thing each day you can do to engage female team members in meaningful project work.

Ally

You see a need to engage women in the workplace, and you do what has been established for you to do to ensure women are included. To continue moving further along the continuum toward advocacy and bringing change to your organization:

- Seek opportunities beyond your department to advance women in the workplace.
- Identify one or two things you can include in your performance plan or business plan that include specific actions to partner with women.
- Reflect on your reasons for trying to create an equitable workplace. Think about how you can help others recognize the need for an equitable workplace, too.

Champion

You are a great partner to women. You advocate by showing support for women's advancement through activities such as mentoring, sponsorship (if appropriate), delegation of work assignments and model inclusive behavior. As a male champion, consider how you can make more impact:

- Localize the business case for advancing women in the workplace. Leverage the organization's business case for women and make it specific and tangible for those in your department. If your organization doesn't have a business case for women, partner with women and other male allies of women in the workplace to propose one.
- Model behaviors that demonstrate equitable workplace practices including discussing pay equity, formal sponsorship of women and unconscious bias in the hiring process.
- Seek opportunities to drive change in your department or the broader organization.

Advocate

You are a true male advocate. You express empathy to the causes of women in the workplace. You make intentional choices and take intentional actions to advance women in the workplace and are visible with your support to encourage others to participate.

- Continue to seek to understand the female perspective of working in your organization.
- Use your knowledge and understanding of the gender equity issues to inform and influence decision making at your organization.
- Continue to drive the business case for women, evolving and pioneering new ways of furthering women's advancement.

UNDERSTANDING YOUR SCORE AND NEXT STEPS

Which section did you score higher in, Attitudes/Empathy or Efficacy /Activism? _____

What are your thoughts? _____

As a result of taking the MAP, I will take these three actions during the next 45 days:

1) _____

2) _____

3) _____

This quiz is designed to encourage more men to leverage their voices, intentions and actions to support diversity and the advancement of women. It was developed by Rachana Bhide, founder of *The Corner of the Court Project*, success stories of men who support diversity, and Jeffery Tobias Halter, corporate gender strategist and president of YWomen, a consultancy dedicated to engaging men to advance women in the workplace.