

Creating Gender Advocates

Virtual Series

JUMPSTART YOUR WOMEN'S LEADERSHIP INITIATIVES!

It's time to reenergize your women's leadership initiatives to impact the recruitment, retention and advancement of women and create more advocates, particularly men. The YWomen virtual series, Creating Gender Advocates provides a roadmap and programming for your workgroup, BRG or organization to drive real change and accomplish these objectives.



FREE MOD 1: Why Women - The Leadership Imperative

In this session, we establish our learning structure and Guiding Principles, and we outline the challenges and inequities facing women in the workplace. Participants will deepen their understanding of:

- Where they are as allies and advocates as a benchmark for our work together
- How advocacy connects to company strategy and the bottom line
- The barriers to male engagement and solutions to overcome the barriers



MOD 2: Operationalizing the Business Case

Working through this session participants learn how to create a locally relevant "Business Case for Women" regarding revenue, talent, engagement. Additionally, participants:

- Understand the importance of women to your company and departmental priorities
- Discuss the significant impact women have on revenue, people and productivity
- Be able to begin crafting a Locally Relevant Business Case



MOD 3: Leveraging Gender Differences

In this session, participants enhance their understanding and are able to leverage the unique differences that women and men bring to the workplace. There is an emphasis to:

- Understand the dynamics of men and women working together
- Explore how men and women view leadership differently
- Explore the myth of meritocracies



MOD 4: Disrupting Unconscious Gender Bias

Building on prior sessions, this module explores unconscious bias and takes a deeper dive specifically into gender. Participants will deepen their ability to:

- Understand the impact of Unconscious Bias and how it is formed
- Discuss the specific issues of Unconscious Gender Bias
- Apply tools to Disrupt Unconscious Gender Bias

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MOD 5: Deepening Gender Competency

In this session, we explore the six barriers that conspire to make the workplace less fair for women and the additional challenges of women of color. Participants will:

- Provide a real-world application of deepening gender competencies
- Discuss six key barriers holding women back
- Examine the unique challenges faced by women of color



MOD 6: From Advocacy to Action

In this capstone session, we put it all together in order to help participants to redeploy materials to the broader organization. Participants will identify and create personal action plans for the 10 daily actions advocates must take to advance women.

- Explore the “Broken Rung” of women being left behind
- Focus on setting goals and accountability in moving from advocacy to action
- Create your personal Advocacy-to-Action plan



FREE BONUS MOD for Business Resource Groups

Creating an Integrated Women's Leadership Strategy

This session outlines the steps to develop the strategy, tactics and measurements required to create an Integrated Women's Leadership Strategy. This activity is ideal for Business Resource Groups that want to tie their activities to top-level organizational goals. Participants will learn how to:

- Create a plan that focuses on women as a mission-critical business imperative
- Drive better Sr. Level buy-in, commitment, and resources (i.e. more money!)
- Maximize the impact of your Executive Sponsor

In this six-module program, Jeffery Tobias Halter outlines the steps you and your organization must take to create real and sustainable change. Each module includes a downloadable video and participant's guide for self- or team-paced participation. Click here to [access](#) the FREE Modules and the Creating Gender Advocates Virtual Series.