

# Creating Gender Advocates

Day-Long or Virtual Immersion Program with Jeffery Tobias Halter



Are you equipping male leaders with the skills they need to actively support the advancement of women leaders at all levels within your organization?

Men still represent 75 percent of senior leadership. This means men are 75 percent of the problem...and 75 percent of the solution.

## Program Objectives

This day-long program is delivered to 25 to 35 men at a time to give participants perspective on the day-to-day changes they need to make to move from being allies to active advocates for the advancement of women leaders.

There is a focus on proactive, sustainable action steps and understanding your sphere of influence. Programs are available as an intensive one-day workshop, a three-session live virtual program or as a virtual, on-demand [series](#) for self- or team-paced learning. The in-person and live programs are designed for senior-level male leaders, high potential personnel and senior individual contributors and opinion leaders who are inclined to support and advance their female colleagues and team members. If requested, female cohorts may also join the program.

## Workshop Participants will Experience

- **Pre-work:** To accelerate the learning process, participants complete some light pre-work and reading
- **Context Setting:** Develop shared context on challenges women face in leadership and why it is imperative for organizations to address them
- **Creating A Business Case for Change:** Develop an understanding of how advancing women leaders is **good business** and what the business case is for your organization
- **Balanced Leadership Styles and Gender Competency:** Learn more about unconscious gender bias and **gender competency**. Learn how to be an ally to BIPOC and for LGBTQ+
- **Creating Gender Advocates:** Learn the six barriers that conspire to make the workplace less fair for women and the additional challenges faced by women of color
- **Workplace Applications and Company Specific Challenges:** Understand the nine critical HR systems that support a **women's leadership** strategy and discuss specific challenges that exist in your organization
- **Taking It Back to Work:** Plan specific actions they will take in 30/60/90 days

## Client Commitments

"Following a pilot program, a client must commit to delivering the program to a minimum of 200 people. This is to allow the advocate messaging and action plans to be cascaded broadly in the organization."



Jeffery Tobias Halter is a Consultant, Author, Gender Strategist and the President of YWomen, a strategic consulting company focused on engaging men in women's leadership advancement. YWomen specializes in driving actionable business plans and strategies to help organizations create Integrated Women's Leadership Strategies. Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company. Jeffery is a two-time TEDx speaker and the author of two books, *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men*, and his first book, *Selling to Men, Selling to Women*. His clients include IBM, Amazon, Bristol-Myers Squibb and dozens of other Fortune 500 companies.