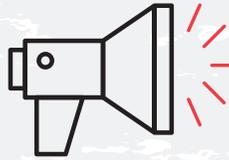


# Actions Individuals Can Take to **BECOME ADVOCATES FOR GENDER EQUITY**



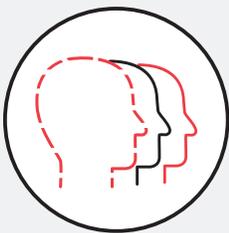
**ADVOCATES ARE PEOPLE COMMITTED TO BUILDING POSITIVE RELATIONSHIPS WITHIN AND ACROSS GROUPS TO ACHIEVE SHARED GOALS.**

Anyone can be an advocate for gender equity. Advocacy involves humble listening, learning from one another, reflecting, and exerting effort. [Men's personal agency](#), or their belief in their ability to make changes as individuals, is an essential resource for addressing gender inequity in the workplace.

The Catalyst advocacy continuum shows the pathway to advocacy. This journey has no real end, since the job is never completed. An advocate listens and learns every day as they continue to push for equity.

**THESE STEPS ARE A GUIDE TO SUPPORT INDIVIDUALS AS THEY TAKE ACTION, NO MATTER WHERE THEY FALL ON THE ADVOCACY CONTINUUM.**

## **THE ADVOCACY CONTINUUM**



### **ABSENT**

Unaware of issues of gender inequity.



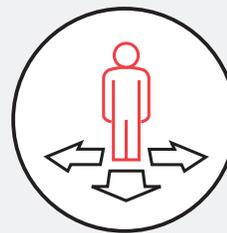
### **AWARE**

Aware of issues, but not fully aware of the impact.



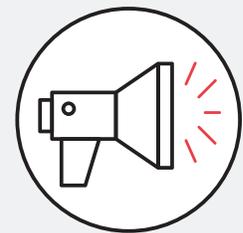
### **ACCEPTING**

Recognizes that issues are real barriers, but not yet engaged in making change.



### **ACTIVE**

Engages when asked.



### **ADVOCATE**

Proactively seeks opportunities to enhance gender inclusion.

## ACTIONS YOU CAN TAKE

## RESOURCES TO SUPPORT YOU

### GET INVOLVED AND BELIEVE YOU CAN MAKE A DIFFERENCE

- Be open to everyone's opinions, even if they are different from your own. Listen and reflect.
- Gender and race shape all of us in intersectional ways, and everyone has a different story. Listen to everyone to continue to grow.
- Be open about your own experiences. Men and women both face barriers.
- Challenge assumptions that gender norms only hurt women.
- Publicly support gender equity programs and invite others to participate.
- Trust the process. Taking risks is scary for everyone, and it's okay to be uncomfortable or confused. You're in the middle of a journey. Keep trying, be open to feedback, and keep improving.

Engaging Men:  
Ask Catalyst Express

Men's Role in Workplace  
Equity: Achieving  
Our Full Potential

6 Surprising Takeaways  
From the MARC Summit

10 Reasons Men  
Should Care About  
Gender Equality

### RECOGNIZE GENDER BIAS

- Gender bias is all around us, but we often fail to notice it. Be attentive to the ways women are judged differently from others.
- Engage in cross-gender mentoring. Women mentors can help expose men to the challenges of gender inequity.
- Seek out awareness-building opportunities within and outside your workplace.

Understanding  
Unconscious Bias: Ask  
Catalyst Express

The Gender Pay Gap:  
Ask Catalyst Express

Infographic:  
Revealing the Real  
Millennials: Workplace  
Gender Bias

### BUILD CONFIDENCE TO OVERCOME BARRIERS TO CHANGE

- Behavior change can be awkward, so be patient if someone makes a mistake. "Call in" rather than "call out" mistakes. Support positive steps and provide feedback as necessary.
- Don't make assumptions about men's intentions, ability, or willingness to take an active role in creating gender equity.
- Gender equity is not a zero-sum game. Men will not lose as women gain. Everyone benefits from increased fairness and inclusion.

Gender Equality:  
What Women Are  
Really Asking of Men

Men of Color at Work:  
If These Stories Surprise  
You, You Haven't  
Been Listening

Busting Barriers  
and Transforming  
Workplaces

## ENGAGE IN DIALOGUE TO LEARN AND RAISE AWARENESS

- Be open about your own experiences and commitment to gender equity.
- Interrupt sexism when you see it. Speak out and encourage others to do the same.
- Create safe spaces for others to speak. The more people feel included, the more they engage in positive behaviors.
  - > Invite men to groups focused on gender equity.
  - > Give men space to discuss with other men harmful gender norms and how to challenge them.
- Publicly support men who challenge gender norms; they are more likely to support gender equity initiatives.

## COMMIT TO ADVOCACY

- Take responsibility for your own learning and continue to learn.
- Fighting gender inequity is an ongoing collective effort, but you have the most control over your own actions.
- Model the positive behaviors that you wish to see in others.
- Practice inside and outside the workplace (e.g., share household chores and childcare equally with your partner).
- For men: Be more conscious of your work-life effectiveness and use work-life flexibility benefits (e.g., paternity or bonding leave), even if you don't believe you need it. Flexibility is not just for women, and your role-modeling can go a long way.
- Take action today. Get involved in your organization's gender-focused employee resource groups (ERGs) and other diversity efforts. Start one!

## RESOURCES TO SUPPORT YOU

[What Happens When Men Join ERGs That Aren't "for Them"](#)

[11 Harmful Types of Unconscious Bias and How to Interrupt Them](#)

[Bystander Intervention-How You Can Stop Sexual Harassment at Work: Knowledge Burst](#)

Video:  
[A Conversational Exploration of Gender Partnership](#)

Webinar Recording:  
[This is How You Dad: "Maternity" Leave for Men](#)

[10 Reasons Every Company Should Offer Paid Paternity Leave \(And Every Father Should Take It\)](#)

Sponsorship and Mentoring:  
[Ask Catalyst Express](#)

Video:  
[Engaging Men in Equity and Inclusion](#)

