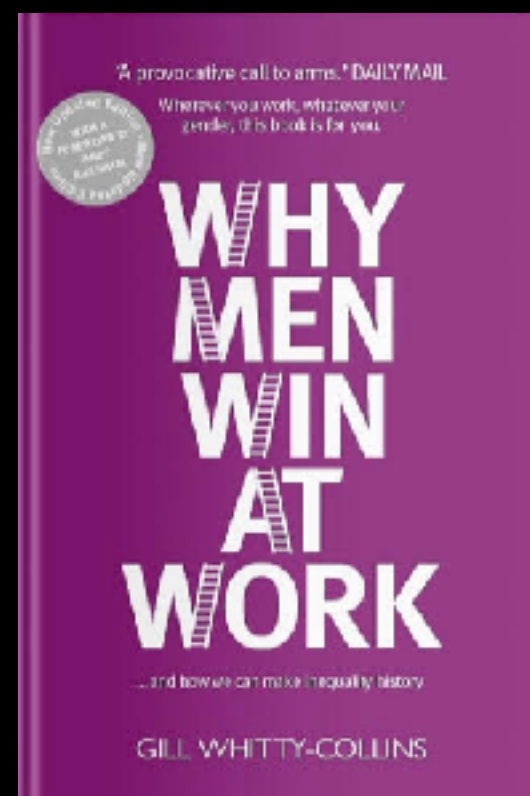


IWD research: The Things People Say



#EmbraceEquity

**TOKEN
MAN!**

A group of goldfish swimming in dark water. The fish are of various colors, including orange, yellow, and white. They are swimming in a loose formation, with some in the foreground and others in the background. The lighting is dim, highlighting the scales and fins of the fish.

A female fish swims up to two male fish and says:

“Hello chaps, how is the water today?”

The male fish say

“What water?”

Introduction

What people say in and about the workplace matters. Behind the statements people make is a belief which can tell you so much about the barriers to gender equality in a company's culture.

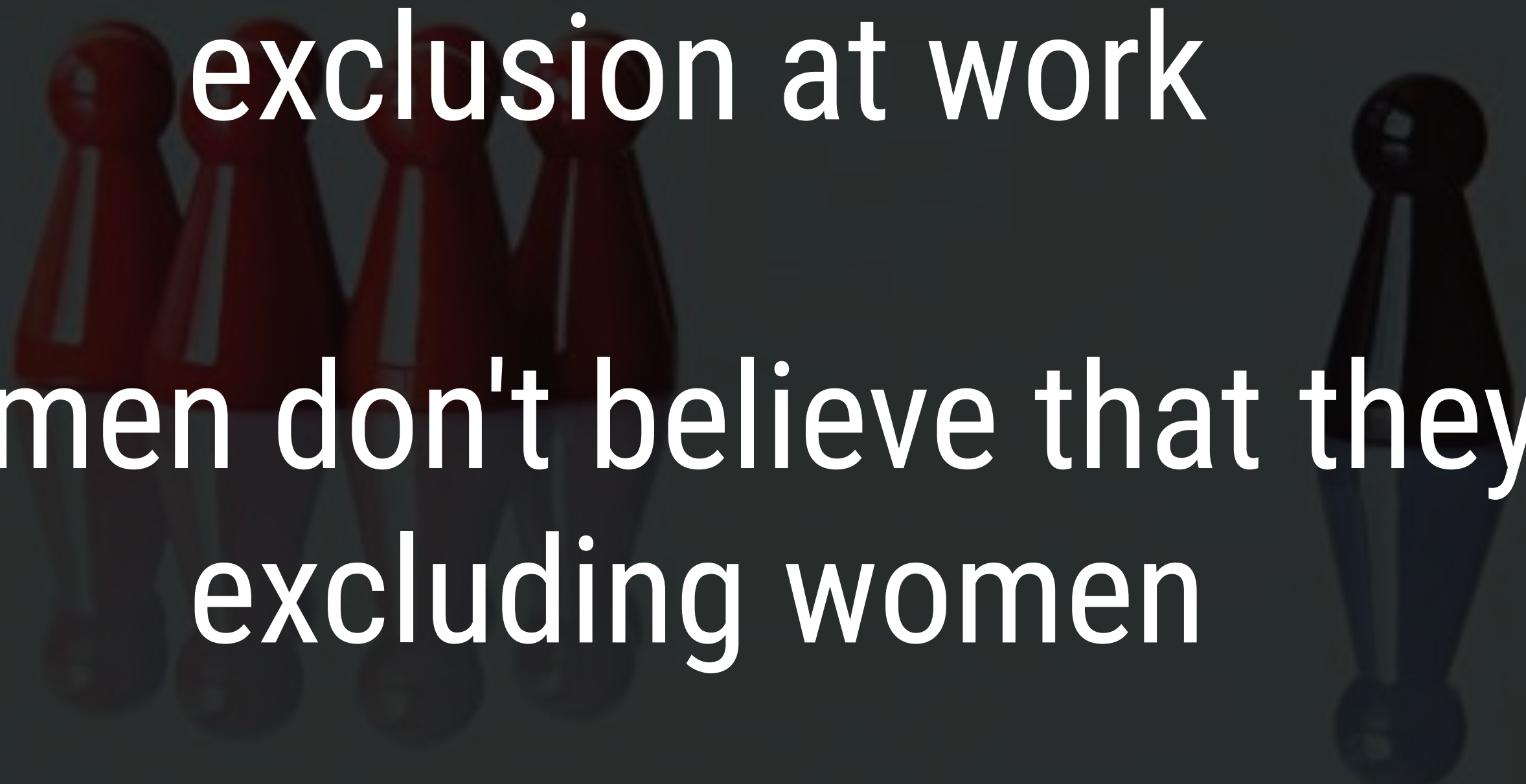
As we celebrate International Women's Day, we wanted to do something to educate on how the things we hold true can be damaging to gender equity. We do hope that this report will identify where you might be getting it wrong and why, and encourage a discussion with your colleagues about how you can be a better champion for gender equality.



Gill Whitty-Collins
Author
Why Men Win At Work...
...and how we can make inequality history



Daniele Fiandaca
Founder
Token Man Consulting

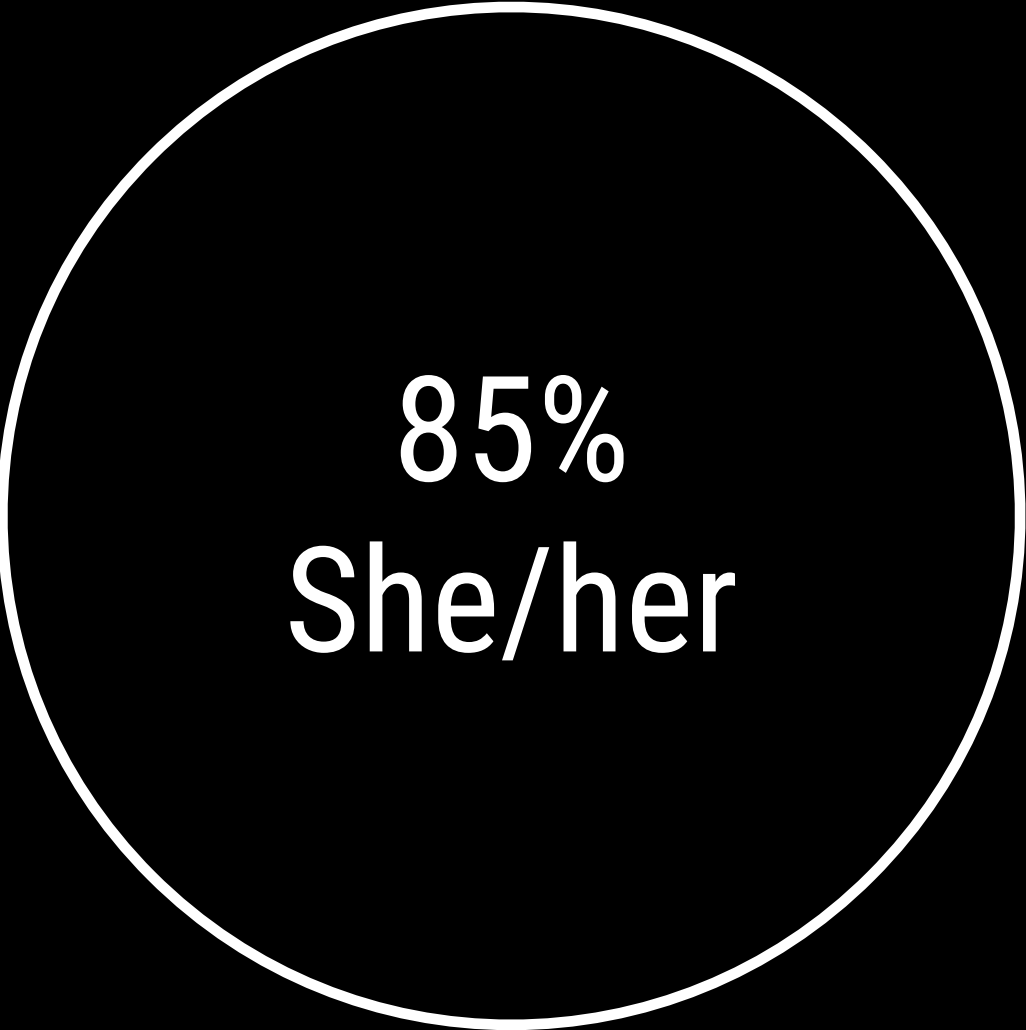


81% of women feel some form of
exclusion at work

92% men don't believe that they're
excluding women

*Source: Work With Me: The 8 Blind Spots Between Men
and Women In Business, Barbara Annis & John Gray*

Our respondents*



*Sample size: Over 100 respondents

**How equitable do you think
your workplace is?**

How equitable is your workplace?

58

(out of 100)

How equitable is your workplace?

58

Entire Population

71

Male respondents

**What % of men in the
workplace do you think are
true allies to gender equity?**

Men as true allies to gender equity

43%

Men as true allies to gender equity

43%

Entire Population

62%

Male respondents

**What are the key beliefs/
statements that you continue
to encounter that get in the
way of gender equity?**

* From hereon in, all comments are verbatim from the research

A man in a light blue button-down shirt is shown in profile, looking down and to the right. He has a thoughtful or stressed expression, with his right hand resting on his head. The background is a dimly lit office with a computer monitor and a desk lamp visible. The overall tone is somber and contemplative.

#10

“Men have it easy. What do they have to stress about?”

A hand is shown holding several wooden blocks. The top block has the letter 'E', the middle block has 'I', and the bottom block has 'Q'. The background is a dark, blurred gradient.

#9

“Women are more collaborative
& empathetic leaders”

The background features two stylized human figures. The figure on the left is a woman with dark hair, wearing a teal top and a dark skirt. The figure on the right is a man with dark hair, wearing a blue long-sleeved shirt. Both figures have their heads obscured by dense, tangled scribbles of lines. The woman's scribble is orange-brown, and the man's is dark blue/black. The background is a dark, textured grey.

#8

“Why is a man talking about gender equality, what does he know about the experience of being a woman?”



#7

“She just wasn’t a good fit”

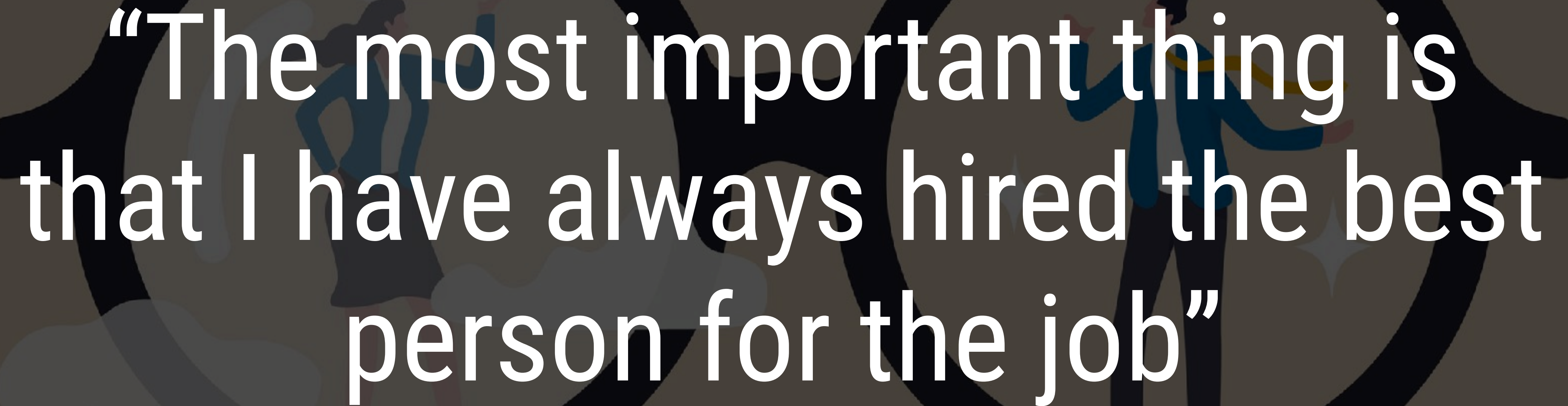
#6



“We shouldn’t focus on gender diversity, what’s important is diversity of thought”

#5

“The most important thing is that I have always hired the best person for the job”

The background features a dark grey background with two large, overlapping black circles. Inside the left circle, a woman in a blue suit is shown from the back, looking towards the right. Inside the right circle, a man in a blue suit is shown from the front, holding a yellow ribbon. A white starburst graphic is positioned above the man's head. The overall aesthetic is professional and modern.

A hand holding a red pencil is positioned at the top right of the frame. Below it, a row of various colored pencils (blue, green, yellow, pink, purple, etc.) is visible. The background is a dark, textured surface.

#4

“As long as she got the position based on merit (ie not positive discrimination)”



#3

“Of course I support gender equality - I have a daughter”



#1 =

“If women want a higher salary they should ask for it, like men do”



#1 =

“Everyone in our
organisation has an equal
opportunity to succeed”

Other harmful beliefs from the research*

Women can not successfully parent and be career driven

That giving women the same as men somehow takes away from men

Men can do better in senior leadership roles

There just aren't enough qualified women out there


Our senior leadership is just pale, male and stale

Impossible to be a white male now

That meritocracy is real

Women are too emotional

* From hereon in, all comments are verbatim from the research



“Rolling us out on International Women's Day to show how many of us there are and then rolling us back into our corners for the rest of the year.”

**What are the things that you'd ask
male bosses/colleagues/peers to
stop doing that women find
discriminatory or toxic?**

Clear examples of micro-aggressions

Talking over women in meetings, or belittling what they say

Taking credit for female colleagues work

Assuming the man is the most experienced/knowledgeable person in the room

Saying "Why don't you smile?"

Assuming women will take notes/ make the tea/ organise the office "community"

Commenting on people's appearance

Saying "how was your holiday" when we come back from maternity leave

Being patronising by explaining things women already know

Other verbatims

Expecting women to behave like men

Giving women administration and support roles rather than senior leadership roles

Commenting on being allies when you are not doing the work

Dressing up excuses as reasons for why the gender ratios in senior management are not improving

The dreaded banter

Paying less for doing the same job

Believing empathy/vulnerability is a sign of a weak leader

Listening and then doing nothing to change the system

**Name some initiatives that you
already seen to make a significant
impact on gender equity in the
workplace**

Initiatives that have delivered gender equity

Flexible working

A focus on ensuring there is a balanced gender mix in Senior Leadership team

Transparent pay + parental leave (ie equal paternity and maternity leave)

Balanced interview panels

Gender neutral job descriptions and blind resume screening

COACHING, COACHING and COACHING - for line managers and women

Senior men getting actively involved as true allies

Mentoring & Reverse Mentoring

**What do you believe companies and
leaders can do to make the workplace
more equitable for women**

Culture

Promote more women into leadership roles

Make the company more equitable rather than expecting ERGs to bring the change

Start promoting the people displaying more inclusive behavioural traits

Actually sacking people - consequences for their actions [ie poor behaviour]

Stop presenteeism

Provide DEI training for all (including micro aggressions)

Set targets for roles and functions in the organisation.

Set an example in language and actions you take to promote gender-equity in their workplace

Parenting/carer

Equalise maternity
and paternity leave

Actively encourage
parental leave
for all

Deliberately speak to
men who are about
to become fathers
about paternity leave

Offer childcare
vouchers/support

Making flexible
working easier to
apply for

Flexible working to
become the norm for
all genders

Implement policies
which allow women
and men to share
domestic
responsibilities

Supporting women better

Talk to your female employees and colleagues more, show support

Listen to what it's like to be a woman in your business

Better support policies for women (e.g. parental, miscarriage, childcare, menopause)

Menopause and periods support (not only to women, but to all people with periods)

Offer sponsorship and mentoring programmes

Have more conversations with women on career progression

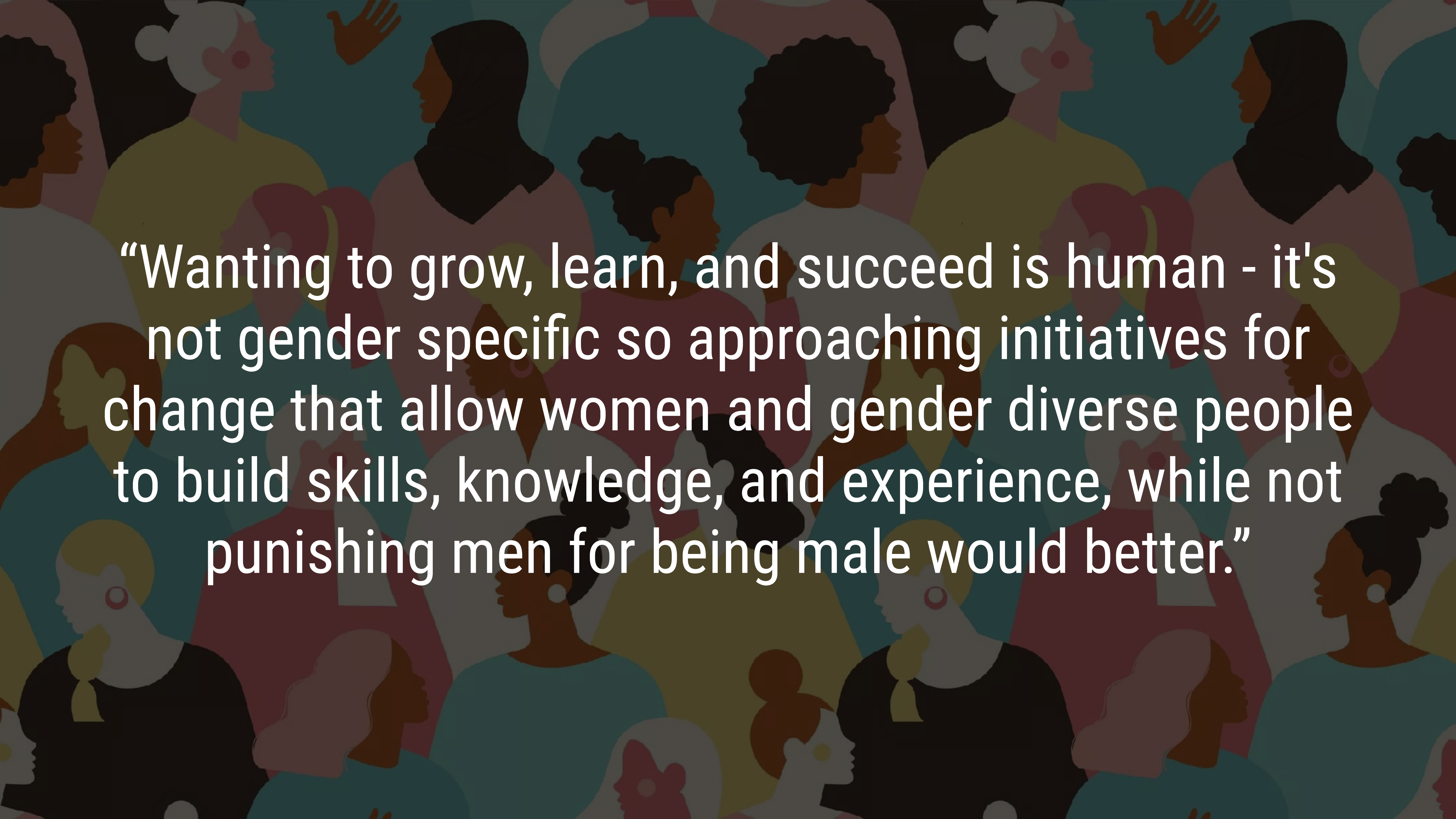
Acknowledge that intersections within female populations play a role in the inequity in this area

Recognise burnout. Help women learn to manage their energy especially in intensive periods

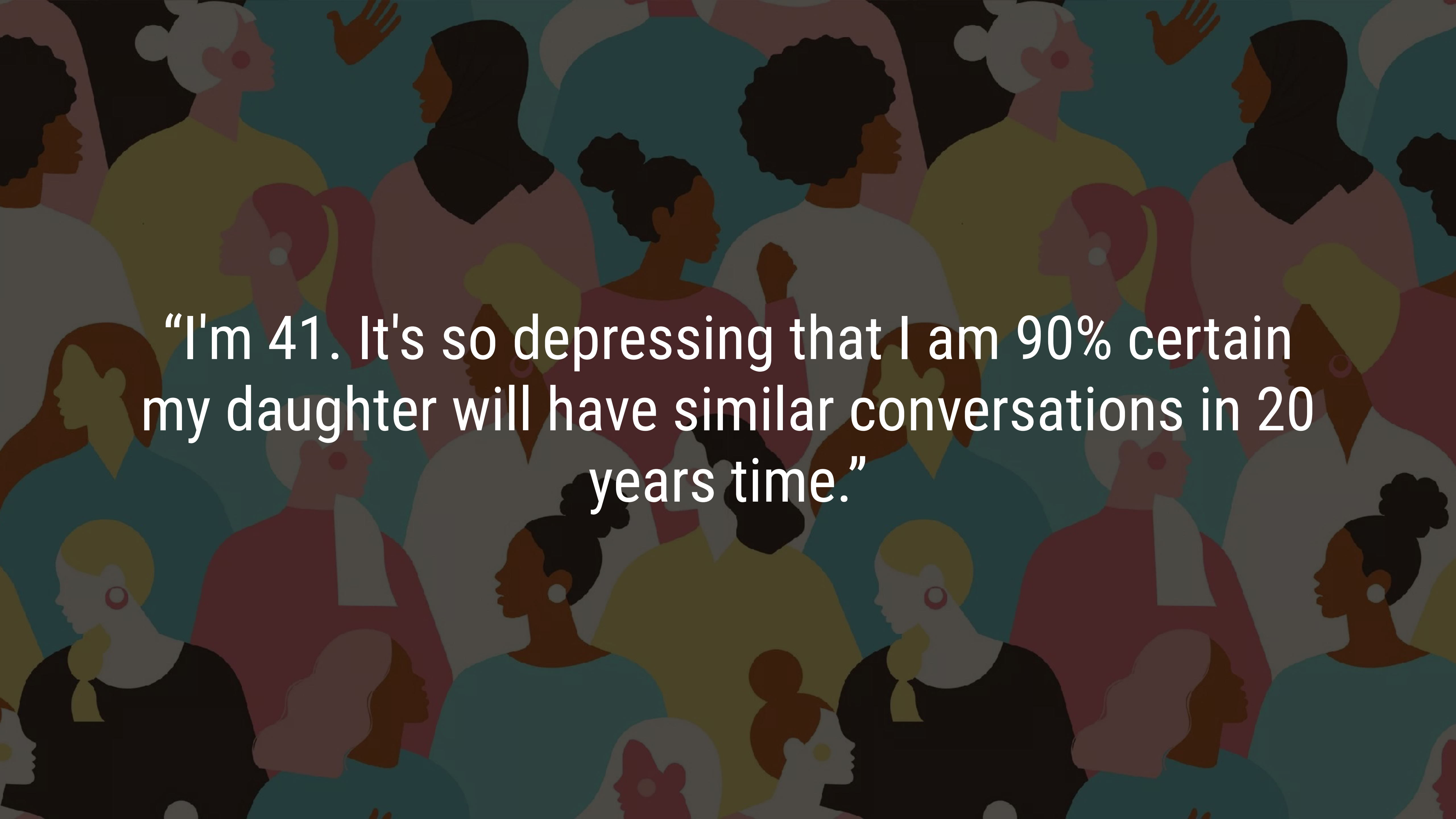
Any other comments



“Remember intersectionality needs to be considered
- race, sexuality, class, disability etc all add another
layer on how sexism is experienced.
Don't lead with white feminism as the only solution
or the golden standard.
Don't assume women in hijab are oppressed or
aren't feminists.
And treat transwomen as women.”



“Wanting to grow, learn, and succeed is human - it's not gender specific so approaching initiatives for change that allow women and gender diverse people to build skills, knowledge, and experience, while not punishing men for being male would better.”



“I’m 41. It’s so depressing that I am 90% certain my daughter will have similar conversations in 20 years time.”

Thanks

A big thanks to these organisations for helping us to share the survey with their networks:



Contact

If you are interested in us coming in to do a talk on 'The Things People Say' for your organisation, or supporting you in driving equality, diversity & inclusion in your organization, please do get in contact with us:



gill.whittycollins@gmail.com

+33 679 676 851



daniele@tokenman.org

+44 7976 826 194