



## The Women's Foundation #BreakZeroSum Campaign 2023 Organisational Guide

Having a diverse workforce that feels safe, recognised and heard to bring their full spectrum of talent to the table has never been more important. This is challenging, ever-evolving work that requires change on both an individual and organisational level. Gender biases and inequities are a significant facet of achieving this goal.

From a TWF [survey](#) with IPSOS on gender perceptions in the workplace, we know the zero sum mindset towards gender equality is a key barrier:



**47%** of men and **29%** of women

believe women benefit most from a gender equal society



**38%** of men and **52%** of women

believe gender equality is a women's issue and men need to stay out of the way

To accelerate change, we need people of all genders to model inclusive mindsets.

### JOIN OUR CAMPAIGN



Watch our [video](#) on common misconceptions surrounding gender equality.

### RAISE AWARENESS

Talk about how the zero sum mindset might unintentionally show up in your team, department or across the organisation, particularly through a gender lens. Consider organising a panel discussion to unpack some of the myths and biases from the video, looking at the following areas:

- Sharing examples on misconceptions individuals may have held towards someone / group of a different gender and how they learned from these experiences.
- Explore pushback or resistance to the idea that gender equality benefits everyone and share ideas on how best to tackle this.
- Look at how this issue intersects with, and is complicated by, other identity factors such as race / ethnicity, culture, sexual orientation, ability, religion, socio-economic background and more.

## LEARNING RESOURCES

Learn about inclusive leadership techniques, how to tackle biases and more deeply engage on understanding gender equity – watch the lectures and trainings together. Discuss. Apply.

- [Confronting Bias: Thriving Across Our Differences](#) (LinkedIn Learning)
- [Equity First: The path to inclusion and belonging](#) (LinkedIn Learning)
- [Inclusive Leadership](#) (University of Colorado via Coursera)
- [Inclusive Analytic Techniques](#) (University of Toronto via Coursera)
- [How to Design Gender Bias Out of Your Workplace](#) (Sara Sanford, TED Talk)

## NEXT STEPS

Commit to actions to address these areas for the long term. Here are select actions for consideration:

### *Organisation-wide*

- 1 Encourage the active uptake of gender-neutral parental leave or flexible work arrangements among men to better acknowledge men's roles as active carers and to reduce the stigma of women utilising these policies
- 2 Actively make connections between gender equality at work and at home – through dialogues and communication of policies
- 3 Frame and integrate gender equity & DEI as core to the organisation's mission and business outcomes. This can take many forms such as having gender equity & DEI be linked to performance outcomes
- 4 Employing an inclusive approach when introducing policies and practices that may not be seen as relevant by a different demographic (for instance, introducing caregiving leave may be less relevant to the youngest segment of the workforce) by introducing this in tandem with a highly relevant policy
- 5 Provide various opportunities for cross-gender-and-generational interaction and experiences to better understand and support diverse perspectives and challenges

### *Individuals*

- 1 **Learn about the issues.** Understand how gender inequality harms people of all genders and what forms this can take
- 2 **Check your own assumptions and biases.** Where might you be inadvertently ignoring or perpetuating gender inequity within your team or in day-to-day interactions?
- 3 **Do the work and be an ally.** Use gender inclusive language and refrain from phrases, jokes or cultural references that perpetuate stereotypes about any one gender. Actively intervene when you hear someone else perpetuating stereotypes. Initiate conversations about factors that perpetuate gender inequality and help others see the benefits of gender equality.

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Let's **#BreakZeroSum** and show gender equality is a win-win for all.