

## Frequently Asked Questions about GENDER PARTNERSHIP EVERYWHERE

### What does 'Gender Partnership' mean?

Gender Partnership is achieved when every member of your team works seamlessly and productively with every other member, regardless of gender. When men and women work in full Gender Partnership, they learn from and leverage each other's special skills and talents. Creativity, productivity, and decision-making are no longer hobbled by miscommunication, misunderstandings, or hidden bias. Mutual respect and empathy form the basis for all cross-gender interactions.

### Who is this program for?

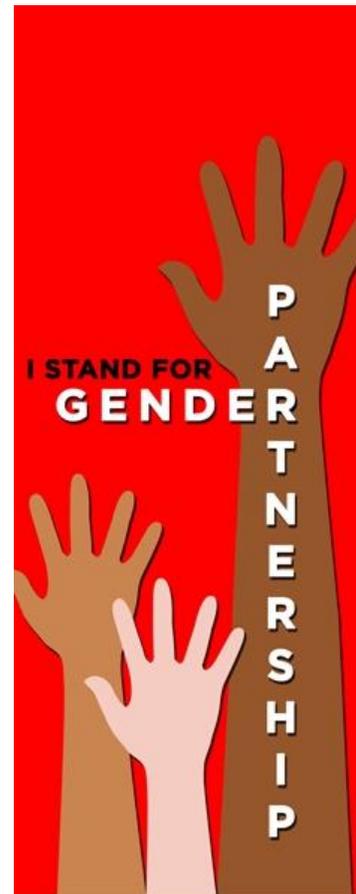
GENDER PARTNERSHIP EVERYWHERE is for Fortune 1000 leaders who want their companies to enjoy the *proven benefits* of Gender Partnership – increased profitability, innovation, competitiveness, employee engagement, and productivity – by cost-effectively providing inclusion training to the thousands of employees unable to attend programs in person.

### What is GENDER PARTNERSHIP EVERYWHERE?

GENDER PARTNERSHIP EVERYWHERE is an IWL-proprietary self-study and experiential learning program for your remote employees. It consists of 15 modules. Each one takes 15 to 20 minutes to complete, including time spent reflecting on the questions at the end of each module. Participants' answers to these questions are the starting point for the recommended group followup discussions. It is our experience that change happens through conversation and practice, over a horizon of time, via community engagement. Note: This program can also be administered as a workshop.

### What are business leaders trying to solve for by using the program?

- Utilizing and optimizing 100% of their talent.



- Improving teamwork, decision-making, and employee engagement.
- Leveraging a broader spectrum of innovative ideas, consumer knowledge, and leadership skills.
- Attracting, empowering, and retaining top female talent
- Reducing the likelihood of discrimination litigation.

## **What is the compelling value proposition for buying this product?**

### **LOW COST**

For only a very modest investment per employee (\$15 to \$29 per participant, based on the number of participants enrolled), you can educate your remote employees on why and how to achieve the significant and wide-ranging benefits of Gender Partnership. A key component of this program is to motivate men and women alike to notice and eliminate harmful unconscious bias in their interactions with the opposite gender. In addition, it creates awareness and advocacy among employees to recognize and address any institutional barriers or blind spots that impede full Gender Partnership within their organization.

### **HIGH QUALITY**

Our GENDER PARTNERSHIP EVERYWHERE e-curriculum employs a curated collection of recent articles and reports from respected publications like Harvard Business Review, Fast Company, Scientific American, TIME, Forbes, and The Washington Post. It also includes short, engaging videos from YouTube, U.N. Women, and Google's own in-house anti-bias program. Each module is succinct while containing the essential information that encourages each participant to deeply self-reflect and take appropriate actions to build an inclusive environment. The program is curated by a longtime IWL consultant who was a former top-ranked Hewlett-Packard leader and news editor for some of the country's largest papers.

### **ACCESSIBILITY**

Remote employees can access the program 24/7/365. Group follow up discussions are scheduled by the program facilitator, who is either a company staff member or a consultant from the Institute for Women's Leadership.

### **EFFECTIVENESS**

The program is grounded in an approach known as Contextual Leadership™, which has been the basis of IWL's successful leadership and executive-development courses for more than 25 years. This includes our original Gender Partnership program, entitled Partners Leading Change, which we first offered in 1999 – ten years before anyone else in the

industry recognized the importance of training men and women on how to understand and leverage their inborn differences to optimize their effectiveness at work.

## Are there similar offerings in the marketplace?

Other companies are starting to develop programs with similar goals, but IWL's GENDER PARTNERSHIP EVERYWHERE is unique in both its content and its approach. It is based on the proposition that **unless a person shifts their context or mindset, they cannot sustainably shift their behavior**. The curriculum uses education and engagement to shift people's mindset and precipitate *sustainable* (not temporary) behavioral change. No other organization in the world offers both the quality of programming and a price point that makes it *affordable for an entire F1000 workforce*.

## What are the 15 modules intended to accomplish?

The modules are designed to educate and enlighten participants on the many benefits of Gender Partnership, and to trigger numerous “aha” moments about gender bias and its many (and often unsuspected) consequences. Nothing in this curriculum is about pointing fingers or casting blame. Instead the modules focus on exposing participants to:

- **Well-documented facts** about the state of gender bias today
- **Thoughtful and provocative opinions** about how we can change the status quo
- **Vivid personal storytelling** from both men and women who have discovered how much we limit ourselves – and our organizations' success – by unconsciously assigning gender-based limits to others
- **Widely respected studies** about the effects of gender bias and the remarkable achievements of companies who have learned how to harness the talent, energy, experience, and teamwork of 100% of their employees.
- **Community building** that happens within organizations when people can find common ground from which to discuss important issues relevant to each person. These discussions create an environment of respect and appreciation for the community of employees that constitute the enterprise.

## What outcomes can you expect from the GENDER PARTNERSHIP EVERYWHERE curriculum?

- Eliminate “walking on eggshells” concerns
- Reduce the impact of both conscious and unconscious bias on fellow employees
- Reduce miscommunications arising from differing assumptions and backgrounds
- Educate employees without blame or shame on issues related to inclusion

- Create large numbers of allies and vocal advocates for Gender Partnership across the enterprise
- Increase productivity and innovation through improved cross-gender communication and appreciation of the differences between men's and women's inborn abilities and the competencies they have developed
- Ignite meaningful introspection and discussions that foster respect for fellow employees

We look forward to talking to you personally about the many ways that GENDER PARTNERSHIP EVERYWHERE can unite your workforce and improve your company's talent acquisition, retention, and financial performance. For more information or answers to your questions, contact Valerie Joi Fiddmont at 831-334-7200 or email her at: [valeriejoi@womensleadership.com](mailto:valeriejoi@womensleadership.com).

***A first-person story from an early adopter  
of Gender Partnership Everywhere***

By Jim Blessington  
Sr. Director, Portfolio & Planning Cornerstone  
AstraZeneca

**All journeys start with a common vision, commitment, and education.  
Most times, the biggest challenge is maintaining momentum.**

To me, the greatest benefit of Gender Partnership Everywhere is that it has given us an approach **for maintaining momentum and progress** on gender partnership within our teams and our corporate culture.

The modules are effective as standalone educational programs or (my preference) as ongoing agenda items for leadership teams. The pre-read, prep questions, and simple facilitator **guide fit perfectly into the flow and process of our leadership team meetings.**

Don't underestimate the impact this program can have on the performance of your teams. I continue to be humbled by **the passion and commitment men demonstrate towards gender partnership when you create the space for them to learn and understand.** Gender Partnership Everywhere's content and approach are excellent at creating this space.