



Men for
Inclusion



Service Offer April 2021

Men for Inclusion is a commercial offering that aims to:

- Support **Organisations** who wish to develop D&I programmes that attract the previously silent majority (e.g, white men)
- Through our **Individual Membership** engage with men to encourage and help them to become strong advocates for gender equality



Website: <https://www.e2w.co/men-for-inclusion>

Engaging the silent majority

Multiple studies show commercial advantage that companies that truly embrace diversity and inclusion. But, with too few (white) men involved in D&I initiatives the pace of change is frustratingly slow. Why don't they get involved?

Relevance: Some don't see a problem; others see a problem with representation (diversity) but don't know about the greater challenges to career progress experienced by many of their colleagues (inclusion).

Motivation: Some don't think there is enough in it for them to spend time and effort getting involved. Even when they agree that it is important, they don't always know how they can help.

Reticence: Even if they are supportive, they can be concerned that they may be criticised for speaking out in the wrong way; or concerned that speaking out will damage their career progress.



What helps?

Gaining commitment	<ul style="list-style-type: none"> • No one should feel guilty • What's in it for me (& us) • Leaders repeatedly stating and showing purpose, addressing backlash and role modelling behaviours • Co-creating priorities for action
Inclusive behaviours	<ul style="list-style-type: none"> • Social interactions • How to call out and be called out • Hearing silenced voices • Mind your language
Improving understanding	<ul style="list-style-type: none"> • Specific examples of accidental sexism, racisms or other 'isms' that get in the way • Data by gender & ethnicity – 'my colleagues'
Good processes	<ul style="list-style-type: none"> • Approaches to hiring • Career development • Managing performance





Men for Inclusion helps you deliver a shift in culture and answer a question commonly asked by supportive men. What can I do?

The benefits include:-

- **Ensuring** men (especially managers) better understand challenges faced by colleagues who are members of under-represented groups
- **Helping** everyone spot under-estimated accidental sexism that impact the career progress of those identified by others as women
- **Developing** men as leaders by comprehending the business importance of diverse teams and how to enable great performance for all their team
- **Enabling** people of all genders to co-create the culture that they want to work in
- **Identifying** opportunities across hiring, career management, team building, promotion and compensation to change the way things are done

A tailored programme, drawing on the following elements:-

Whilst many ally actions for inclusion are the same or similar irrespective of the nature of the under-represented group, understanding of the lived experience of each group needs to be tackled separately. There is overlap, but the challenges experienced are not the same.

Organisation Assessment	Building the Male Allies Network	Male Allies Workshop
<p>Understanding organisation, culture and staff demographic</p> <p>Evaluate results of focus studies or set up fast track assessment to understand experience of white women, black women & women of colour and/or other under-represented groups</p> <p>Identification of male champions across business groups</p> <p>Agree engagement approach</p>	<p>Immersive workshops covering:</p> <p>Men from the majority group's position in the workplace</p> <p>The business case for diversity</p> <p>Summary of the female experience of accidental sexism</p> <p>Summary of the lived experience of black colleagues and colleagues of colour</p> <p>Summary of the lived experience of other key under-represented groups</p> <p>Supporting research</p> <p>What's in it for me</p>	<p>Workshops targeted at men (especially managers), covering:</p> <p>Sharing their views on:-</p> <ul style="list-style-type: none"> • The business case for diversity • Their colleague's lived experience <p>New approaches to hiring, career development, performance mgt and promotion</p> <p>Ally behaviours to address specific situations</p>

A tailored programme, drawing on the following elements:-

Diversity Dialogues	Everyday Inclusion	Maintaining Momentum
<p>Workshops for teams to:</p> <p>Share perspectives on issues facing all genders in the workplace</p> <p>Find joint solutions to improve all genders' experience in the workplace</p> <p>Increase understanding of subjects that can be sometimes difficult to discuss</p>	<p>Workshop for teams to:</p> <p>Share leaders' objectives and strategies, and key behaviours to role-model</p> <p>Practice their approach to dealing with non-inclusive behaviour.</p> <p>e.g.</p> <p>How to call out people who speak or act in a non-inclusive way</p> <p>How to respond if you are called out</p> <p>Deal with interruptions</p> <p>Inclusive social networking</p> <p>Sponsoring career progress for talent from under-represented groups</p>	<p>Monthly 1 hour dialogues with selected cohort groups to:</p> <p>Continue to explore the latest research in diversity and inclusion</p> <p>Evaluate learning from all diversity and inclusion efforts</p> <p>AND/OR</p> <p>Inclusion clinics to practice ally behaviours</p>

1. Shared understanding the employee experience

"I'm surprised how many women experienced so many challenges. We need to do something about this now"

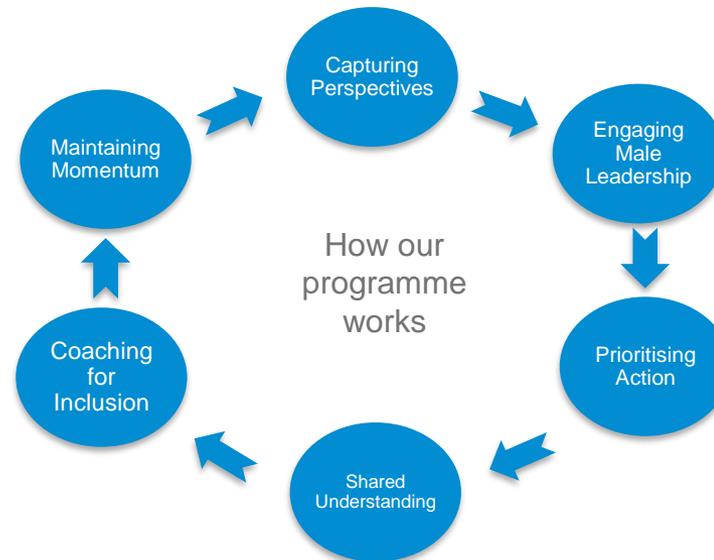
"Taking time out to discuss these issues properly has been amazing"

2. A commitment to action.

Co- creating priorities and specific areas for action improves motivation and ability to act

"Having a few things I can say rehearsed in my head makes me feel so much more comfortable about stepping in when I see someone being talked over in a meeting"

"I'm going to practice what I'm going to say with a colleague the next time I have some difficult feedback to give"



3. Cultural Shift

Embedding behaviours needs leader role modelling and continuing reminders

"Change won't happen unless we see all the exec inviting feedback and holding their hands up when they make mistakes"



Individual Membership:

Men for Inclusion are bringing together men who already understand the benefits of diversity and want to accelerate towards a more inclusive world and workplace. Together we can learn and co-operate with each other through our events and workshops. Together we can be agents of change supporting our colleagues who face greater challenges due to being members of under-represented groups.

Join our community, we are just getting started but already you can:

- Join in on our bi-monthly events and workshops – Inclusionist Interactions
- Collaborate with other members in our exclusive WhatsApp and LinkedIn Groups
- Wear the Men for Inclusion Badge (LinkedIn in profile)
- Get our expert help and advice.

Individual Membership is £75.00 per year Inc VAT. We offer corporate discounts to male ally groups: for 5-10 Men £50 each(plus VAT), For 11-50 Men £40 each plus VAT.

Website: <https://www.e2w.co/men-for-inclusion> & <https://www.e2w.co/men-for-inclusion/events>

Events: Inclusionist Interactions



Management Board:

Dr Jill Armstrong led the 'Collaborating with Men' action research programme at Murray Edwards College, University of Cambridge where she was a Bye -Fellow. Jill published a number of reports from this research including "Everyday Workplace Inclusion". Jill writes, speaks and consults on inclusion and gender. She wrote "Like Mother, Like Daughter?: How career women influence their daughters' ambition", published in 2017 by Policy Press. Her second book, "The Accidental Sexist", written with Gary Ford and Stephen Koch, is scheduled to be published in April 2021. Jill has run many workshops (online and in the room) on how to call out accidental sexism and how to act in more inclusive ways.



Gary Ford is an independent consultant specialising in IT transformation and employee engagement. Previously, he was a Managing Director at JP Morgan where he managed a number of enterprise wide IT delivery programmes. In 2016, Gary co-founded JPMorgan's male allies programme for Women in Technology which ultimately became a firm-wide network across the whole company. The group developed an inclusion workshop that has been run over 200 times across 6 countries and trained more than 2,000 allies. He now works with other organisations around inclusion and is the male allies advisor for Women on the Wharf and co-founded Men for Inclusion.



Mark Freed co-founded E2W 20 years ago to address a critical issue in the financial services sector and society – equality. Mark still runs this business that dedicates itself to supporting the financial services careers of women and helping Banks collect the gender dividend. This year E2W will make a real difference to the careers and lives of over 800 women. Through the support we give them via our membership programme and by partnering with Financial Institutions who want to recruit, retain and help them flourish.



Brian Ballantyne is a co-Founder of Men for Inclusion. He is on the Board of WIDE (Women in Digital Empowerment) Luxembourg, on the Advisory Board of the "Flexpo" flexible working UK conferences, and he is author of Confessions of a Working Father (all proceeds donated to Winston's Wish, a charity for bereaved children), which encourages more men to lean in at home. Brian has delivered male allyship workshops in Madrid, Berlin and Virginia, as part of his Diversity role at Amazon, and he has also facilitated mental health and wellbeing workshops.



We have a diverse advisory board and work with a diverse group of associates to deliver content



Information and Contacts:

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