

Optimize your Workforce. Leverage the **SHOW ME 50** Win-Win Checklist

Education of Employees and Managers About Stereotyping and Gender Bias¹

- Provide skill based training² to educate managers about stereotyping
- Teach techniques to override automatic tendencies to use stereotypes, learn to recognize the conditions that place them at risk for stereotyping and have opportunities to practice interacting with people who are different from themselves
- Equip employees with skills to self-monitor their perceptions
- Implement a system of checks and balances to safeguard against stereotypic bias

¹Adapted from Catalyst: Women Take Care, Men Take Charge: Stereotyping of U.S. Business Leaders Exposed
²Skill-based training demonstrates and explains the desired behavior then requires sufficient in-class practice and coaching time. It engrains skills to recognize and self-correct bias after leaving the class.



1

Objective & Transparent Performance Evaluation and Talent Management Systems

- Clearly define and communicate performance evaluation and candidate job selection criteria
- Create explicit decision rules about how evaluation criteria are weighted and applied for performance evaluations and candidate job selections
- Post and effectively communicate all jobs internally
- Implement diverse slate policies
- Utilize panels of diverse, bias-trained interviewers for candidate selection
- Publish career development programs and their qualifications

Partially adapted from Catalyst: Women Take Care, Men Take Charge: Stereotyping of U.S. Business Leaders Exposed and A Bright Spot Case Study: How Diverse Slate Policies Help Close the Gender Gap



2

Gender Neutral Approach to Workplace Flexibility

- Establish work practices that create business agility including flextime, job sharing, and telecommuting
- Use employee needs, interests and concerns about burnout as a catalyst for creatively designing work
- Give employees with significant parental responsibilities more time to show they're qualified for promotion
- Establish alumni programs for women who need to step away from the workforce; tap their expertise to show that returning is possible

Adapted from Catalyst: Beyond Flexibility, Work-Life Effectiveness as an organizational tool for high performance and Alice H. Eagly and Linda L. Carlil, Women and the Labyrinth of Leadership.



3

Accountability

- Demonstrate a commitment to diversity and inclusion and to increasing the percentage of women in senior leadership positions through the visible and vocal personal actions of the CEO and his/her direct reports
- Commit and sustain financial resources to internal employment diversity programs and culture change efforts
- Hold senior management accountable for diversity within all business activities and evaluate managers based on their ability to achieve diversity goals for senior leadership representation across all business units
- Show results: move statistics meaningfully toward achieving 50% women in director and above positions



4

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Help us close the gender gap one corporation at a time. Let's achieve 50% women leading.