

11 Ways To Promote A Culture Of Gender Equality In The Workplace



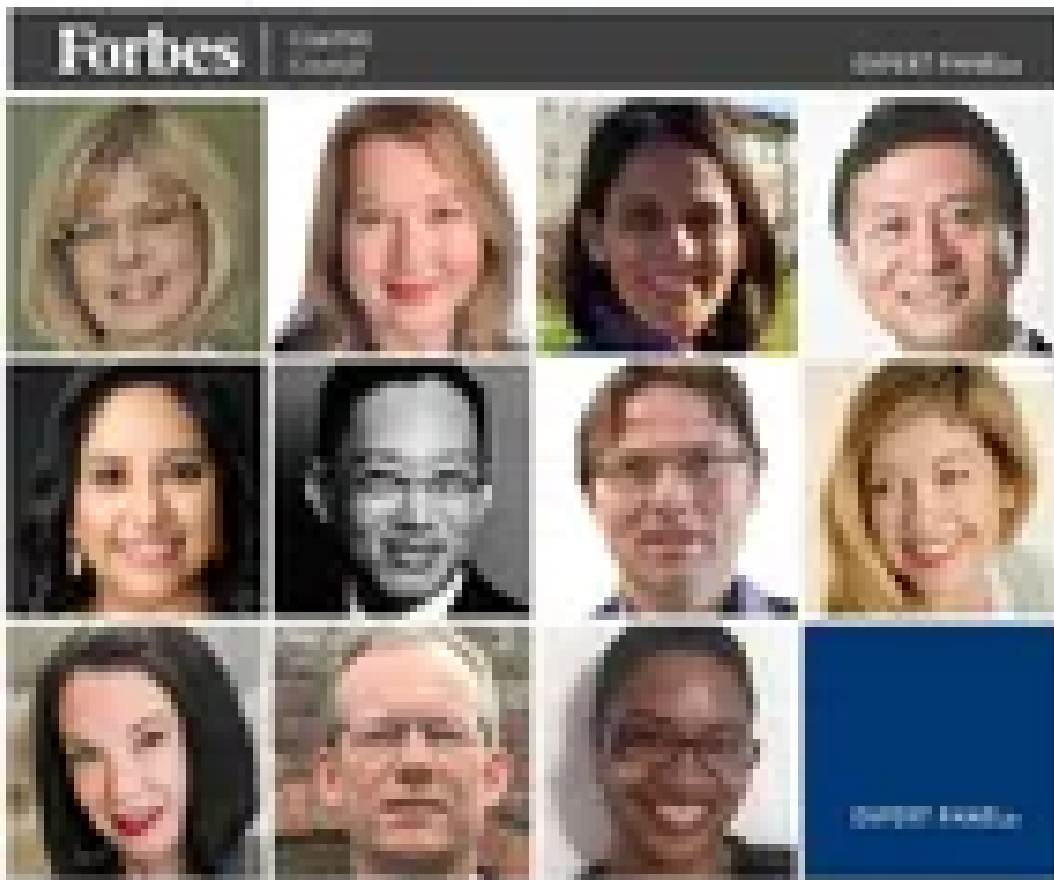
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It may be difficult for some people to believe that gender equality is still an issue in today's workplace, but unfortunately, it's a fact. Whether gender inequality occurs through unconscious bias or is more blatant, it's an area that every business owner should focus on.

Some business owners want to promote an organizational culture where true gender equality flourishes and continues to thrive but don't know exactly how to do that. Here, 11 members of [Forbes Coaches Council](#) discuss what business owners can do to make sure it happens.



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Forbes Coaches Council share ways to promote a culture of gender equality in the workplace. PHOTOS COURTESY OF THE INDIVIDUAL MEMBERS.

1. Be Consciously Inclusive And Invite Feedback

Be authentic and “walk the talk,” as any misalignment between aspiration and action will be obvious. Recognize your own unconscious biases as a starting point and be ready to call out any inappropriate workplace behaviors and practices you witness. Invite feedback and solutions from across the board. Be consciously inclusive. Benchmark progress on tangible measures such as promotions and pay. - [Linda McLoughlin, LeadershipWorks](#)

2. Create Conditions Where Everyone Can Succeed

For equality to exist, leaders must level the playing field by creating conditions where everyone can succeed. Creating equity is the first step to promoting equality. Begin with a clear view of the current culture and get feedback on the most impactful place to start. Next,

take meaningful action to create equity in that area. Then move on to the next, building culture a step at a time. - [Rachel Bellack, The Improv Advantage](#)

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3. Become An Advocate And Champion For Gender Equality

The most important thing is to become an advocate and champion for gender equality. To do this, you need to learn about the issues and clarify a personal stance on the matter. Subsequently, you can identify opportunities to model desired behaviors that strengthen the desired organizational culture, undertake organization-wide communication, and ensure organizational policies and processes are in line. - [Rittu Sinha, The Balanced Bandwagon](#)

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4. Ensure That HR Policies Are Nondiscriminatory

The first step is to ensure that your HR policies are nondiscriminatory, from the hiring process, compensation and career progression to softer aspects such as selection for key roles. Beyond that, the interactions within the organization—meetings, whether in formal or informal settings—should adopt a zero-tolerance policy for gender bias. Harassment and other violations need to be firmly handled to signal intent. - [Thomas Lim, Singapore Public Service, SportSG](#)

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5. Embed Gender Equality In The DNA Of The Business

In order for gender equality to flourish, it needs to become embedded in the DNA of the business, from how people are embraced and lauded for their individuality to the processes and systems that allow and encourage it. Question and analyze opportunities to make all facets of a business formidable when it comes to this. By constantly seeking to elevate, it becomes a reality.

- [Arthi Rabikrisson, Prerna Advisory](#)

6. Have A Clearly Communicated DEI Policy And Metrics

Have a clearly communicated and understood diversity, equity and inclusion (DEI) policy with transparent metrics for gender, race and age so that the entire organization can see that this is a workplace that truly embraces gender equality and other DEI initiatives. More importantly, all open roles should have transparency in the number of people who applied for the position to further support gender equality in hiring. - [Kevin Kan, Break Out Consulting Asia](#)

7. Model DEI For Your Team And Engage With All Teams

Gender equality is not an end in itself for companies, but rather a guarantee for better value creation. Therefore, the impetus should come from an interest in creating optimal value and the optimal experience for all stakeholders—from the customer to the employee to the investor. You need to model DEI for your team and engage all teams to create optimal customer value and an optimal stakeholder experience. - [Michael Thiemann, Strategy-Lab™](#)

8. Commit To Inclusive Practices And Share Data

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A thriving culture is everyone's responsibility. Business owners can foster gender equality by starting with why it matters. They can then review each stage of the employee life cycle, from recruiting and hiring to performance reviews and promotions. By committing to inclusive leadership practices and transparently sharing data, gender parity can become a shared business objective. - [Anne Jacoby, Spring Street Solutions Co](#)

9. Have Clear Company Goals That Promote Equality

Achieving gender equality depends on creating an organizational culture where people feel safe to bring their whole selves to work. Leverage others' successes and failures to craft a strategy that's right for your company. Start with why it matters and have clear company goals that promote equality. Consider having an employee diversity council to steward closing the gender gap in your organization. - [Andrea Wanerstrand, A3 Culture Lab](#)

10. Introduce Annual Or Monthly Training Initiatives

Because the issues in this area are so heated, why not gently introduce a year-long or once-a-month training initiative on the subject? You don't have to shut down the company, but you can encourage learning, sensitivity and standards that you gradually bring into the culture. That way, it doesn't feel like a hammer hitting a nail. Gently teach and bring up the sensitivity level in language and deed. - [John M. O'Connor, Career Pro Inc.](#)

11. Demonstrate A Commitment To Gender Equality

Raise the topic consistently in communications. In addition, demonstrate humility. Respectfully talk about what you do not know and what you are learning. Encourage others in the

organization to do so as well. Finally, create space for champions to emerge within the organization. - [Natasha Charles, Intuitive Coaching with Natasha Charles](#)

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