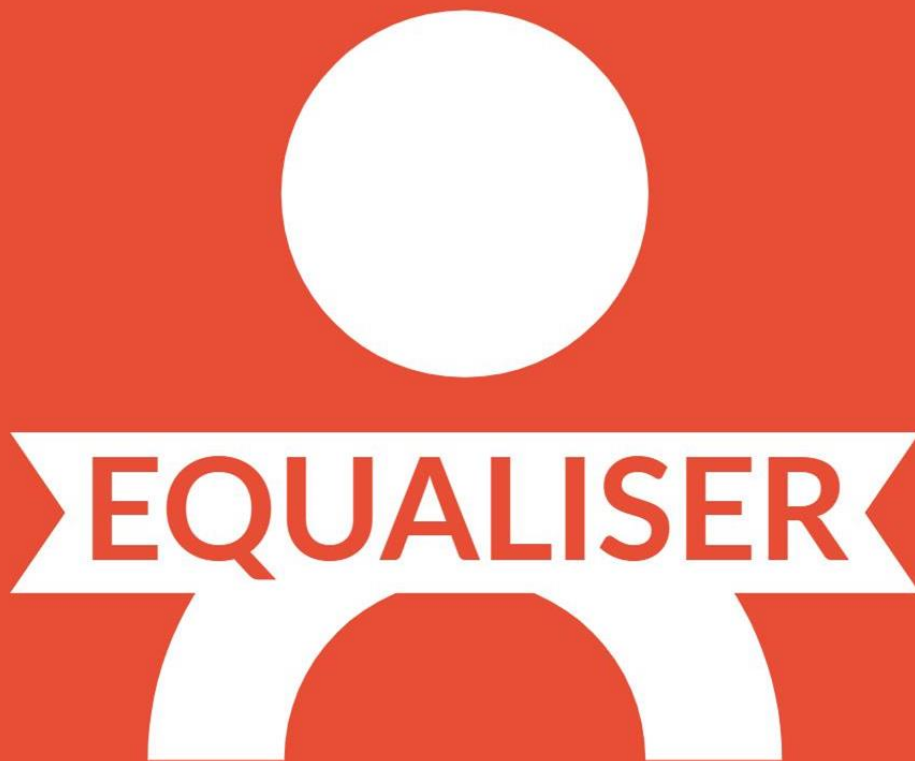


CLOSING THE GENDER GAP IN THE MODERN WORKPLACE



CULTURE OF
INCLUSION IN
ENTERPRISES



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EQUALISER PROJECT

ABOUT THE PROJECT

The EQUALISER project strives to promote **gender equality** in the modern **workplace** by assisting private firms in implementing gender mainstreaming strategies.



ABOUT THE PROJECT

EQUALISER aims to:

1. Raise awareness about workplace gender inequalities
2. Inform about the needs and gaps in organizational structure, processes, and practices contributing to this issue
3. Encourage decision-makers to make gender mainstreaming a continuous organizational process
4. Integrate a long-term change in the business culture, with fewer stereotypes and discriminatory behaviors
5. Create a safe and secure environment in which all employees can thrive and grow



THIS PRESENTATION

The material presented is part of **EQUALISER project** and seeks to support the employees of an enterprise in their working context.

The material is developed in order to help the target group overcoming **gender knowledge gaps and stereotypes** in order to transform the working environment and change the relationship dynamics in the workspace.



MODULES

Module 1: Gender Equality Fundamentals: Unveiling Terms, Definitions, and Key Understandings

Module 2: Exploring Paths: Gender Equality in Culture -Attitudes, Beliefs, and Norms

Module 3: Breaking Barriers: Tackling Stereotypes and Fostering Positive Workplace Relationships

Module 4: Unmasking Injustice: Confronting Gender-Based Verbal Violence in the Workplace

Module 5: Unmasking Injustice: Confronting Gender-Based Physical Violence in the Workplace

MODULES

Module 6: Balancing Act: Women as Employees and Caregivers

Module 7: The know-how: A practical guide to fighting workplace gender inequality

Module 8: Empowerment Avenue: Navigating Gender Equality & Human Rights

Module 9: Leading the Way: Women in Positions of Power

Module 10: Take action: Your role in fighting gender workplace stereotypes



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MODULE 10

Your Role In Fighting Gender Workplace Stereotypes



Source: [Image by vectorjuice on Freepik](#)

MODULE 10 - TOPICS OUTLINE

- 01** How gender stereotypes can impact the workplace
- 02** Importance of fighting gender workplace stereotypes
- 03** The role of employees in challenging stereotypes
- 04** Activities
- 05** Conclusion - Summary
- 06** References

Your Role In Fighting Gender Workplace Stereotypes

Gender stereotypes often reinforce traditional gender roles, such as the expectation that women should be nurturing and men assertive. These stereotypes can limit individuals' opportunities and hinder their career development, perpetuating inequality in the workplace. They can also create a hostile work environment by exposing individuals to biased treatment and unfair expectations based solely on their gender.

This project aims to break down gender stereotypes in the workplace, as research found that 42% of women reported it still suffering from it compared to men, who are 22% less likely to experience it.



Source: [Image by vectorjuice on Freepik](#)

Your Role In Fighting Gender Workplace Stereotypes



Source: [Image by Freepik](#)

As a result, this module aims to:

- ✓ Help employees to analyse the impact of gender stereotypes on the workplace
- ✓ Help employees to describe the importance of tackling gender stereotypes in the workplace
- Help employees to highlight the importance of
- ✓ employees in changing attitudes



We need to challenge gender stereotypes and create a workplace where everyone feels welcome and respected



- Malala Yousafzai, Nobel Peace -

TOPIC 1: HOW GENDER STEREOTYPES CAN IMPACT THE WORKPLACE



Source: [Image by Freepik](#)

The following are some of the ways in which gender stereotypes can affect the workplace:

- ❖ Affect the productivity, inspiration and satisfaction of workers who experience gender-based harassment, discrimination or bullying.
- ❖ Reduce the diversity, originality and innovation of groups and companies that rely on discriminatory methods of evaluation, promotion and hiring.
- ❖ Companies that tolerate or support gender stereotypes and inequalities in their culture and policies risk damage to their reputation, brand and corporate social responsibility.
- ❖ Increase the risk of facing legal action, fines or other sanctions for breaching anti-discrimination laws and regulations.

TOPIC 2: IMPORTANCE OF FIGHTING GENDER WORKPLACE STEREOTYPES



Source: [Image by Freepik](#)

Fighting gender workplace stereotypes is of paramount importance in achieving true gender equality and fostering a more inclusive, diverse and equitable workplace. These stereotypes perpetuate harmful biases that limit opportunities for both men and women, reinforcing outdated norms about who can excel in particular roles.

Tackling gender stereotypes in the workplace is not only about justice and fairness, but also about strategic advantage and organisational effectiveness. By dismantling stereotypes, we create an environment where individuals are judged based on their skills rather than their gender.

TOPIC 3: THE ROLE OF EMPLOYEES IN CHALLENGING STEREOTYPES



Source: [Image by Freepik](#)

Employees play a crucial role in promoting a diverse, equitable and inclusive workplace. They can challenge stereotypes by being aware of their biases, managing them using strategies such as perspective-taking and counter-stereotyping information, speaking up when they witness or experience stereotyping, mentoring marginalised groups, engaging with diverse perspectives, and participating in ongoing training and development programmes. By challenging stereotypes, employees contribute to a more positive and productive work environment where everyone feels valued, respected and empowered. This approach promotes a culture of respect and inclusion.

ACTIVITIES

Activity 1 – Video “Gender equality in your organisation”

This activity aims to raise awareness of employee's role in fighting gender workplace stereotypes



Source: [Image by Freepik](#)

Employees should watch and reflect on the video “Gender equality in your organisation” (www.youtube.com/watch?v=uyBLsiuRHQc) and reflect on it in smaller groups

ACTIVITIES

Activity 1 Guidelines

Video "Gender equality in your organisation"

Topics Covered: Positive change, team unity promoting acceptance of differences, leadership more open to the needs of the team and potential to achieve gender equality with initiative and flexibility

Skills Gained: Communication, Problem-solving, Empathy, Critical thinking

Duration: 45 min

Venue: training room scenario (face-to-face)

Requirements: Computer, Internet, chairs, flipcharts

ACTIVITIES

Activity Content

Video “Gender equality in your organisation”

Video (5 mins)

To tackle the topic of promoting a more inclusive and equitable workplace, gather the group of participants and have them watch the video “Gender equality in your organisation”, on [YouTube](#).

Group discussion (15 mins)

Split the participants into small groups and appoint a facilitator. They should engage in discussions on how to create a more inclusive and equitable workplace. Allocate time for group discussions and for participants to present their findings to the team. Summarise the discussion and highlight key points.

Reflection Time (10 mins)

Participants should present their findings to the entire group, summarising the discussion and highlighting key points.

**Requirements

Computer, internet, chairs, flipchart



ACTIVITIES

Activity 2 – Awareness Campaign

This activity aims to fight gender workplace stereotypes



Source: [Image by Freepik](#)

Have employees create an awareness campaign about gender workplace stereotypes

ACTIVITIES

Activity 2 Guidelines

Awareness Campaign.

Topics Covered: Increasing awareness regarding the issue of gender workplace stereotypes. Stimulating conversation on the topic amongst coworkers. Urging individuals to reach out to their employers and produce some changes.

Skills Gained: Communication, Problem-solving, Empathy, Critical thinking

Duration: 60 min

Venue: training room scenario (face-to-face) or videoconference (online)

Requirements: Computer, Internet

ACTIVITIES

Activity Content

Awareness Campaign

Infographic (20 mins)

Participants should reflect on 2-3 main topics about the gender workplace stereotypes they would like to raise awareness among their coworkers and create an infographic using a free design online tool (e.g., Canva, Piktochart).

Awareness campaign (20 mins)

Afterwards, they should reflect on 2-3 ways they could disseminate the infographic within their organisation, i.e., create an awareness campaign. They should define the goals, identify the target audience, select the message, and choose the channels of such a campaign.

Presentation (5 mins)

Participants should present the infographic and the campaign proposal and discuss it with the group.

**Requirements

Computer, internet

CONCLUSION

Both men and women are harmed by gender stereotypes in the workplace. They limit opportunities, hinder career progression, create a toxic work environment and damage a company's brand. This project aims to eliminate gender stereotypes in the workplace by using stereotype-busting tactics and create a fairer and more equitable workplace where people are valued for their talents and abilities rather than their gender. It also seeks to promote a respectful and inclusive culture where everyone can thrive and contribute to the success of the business.



Source: [Image by storyset Freepik](#)

SUMMARY

You have learned that:

- ❖ Gender stereotypes in the workplace perpetuate inequality by limiting opportunities, innovation, and creating a hostile environment, affecting both men and women.
- ❖ Tackling gender stereotypes is essential for fostering diversity, job satisfaction, and organizational competitiveness while promoting social justice and shifting societal norms.
- ❖ Employees play a pivotal role in changing attitudes by challenging biases, promoting inclusivity, and advocating for gender equality, creating a more equitable and progressive workplace.

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PROJECT NUMBER 2022-1-ES01-KA220-ADU-000086221



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