



## **USAID's Engendering Industries Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries:**

**6.2 Devise a targeted strategy to retain top female talent including high-performing women, women in key technical functions, and women demonstrating leadership potential**

## **About Your Gender Equality Plan**

The following Gender Equality Plan was generated using Engendering Industries' online tool: [The Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries](#). The best practices listed in this plan were identified and included to fill gender equality gaps at your organization. The information included in your plan provides an overview of how to implement best practices, challenges to implementation, and markers of success. More information and resources for advancing gender equality at your company are available at [EngenderingIndustries.org](https://EngenderingIndustries.org).

**Description**

High-performing women and men with diverse social identities, including those in key functions, technical roles, and have potential for leadership roles (e.g., women, who have recently started) may resign soon after being hired, at a mid-career point, or after parental leave due to negative organizational culture or limiting factors, resulting in loss of talent

Apply findings from the employee satisfaction survey (see above) to identify high-impact retention solutions that respond to female employees' interests and needs

A sound retention strategy will address three dimensions: culture, connection, contribution

Conduct interviews with top female performers to deepen understanding of what they value in the employment relationship

Conduct exit interviews with departing female talent to understand the factors that led them to resign

Raise the visibility of female high performers by featuring them as role models and mentors

Organize informal networking opportunities during times that do not conflict with childcare responsibilities

**Challenges to Implementation**

Male employees may perceive preferential treatment toward women

**What Success Looks Like**

The employer successfully identifies and retains top female talent with diverse social identities

The company is viewed by prospective female employees as a woman-friendly employer

When scheduling retention or engagement-focused activities (e.g., networking events, etc.), the organizers consider women's schedule preferences and/or childcare needs

#### **Resources and Tools**

**Guide (incl. Additional Resources and Case Studies):** [Resources for Retaining and Advancing Mid-Career Technical Women](#) (NCWIT)

**Report/Study:** [Recruiting and Retaining Women in Non-Traditional Positions](#) (Center for Energy Workforce Development, CEWD)

**Report/Study:** [Off-Ramps and On-Ramps: Keeping Talented Women on the Road to Success](#) (Harvard Business Review)

**Article:** [6 Powerful Ways to Keep Your Top Female Employees](#) (Inc.)

**Article:** [How to Reduce Employee Turnover Through Robust Retention Strategies](#) (Society for Human Resource Management)

**Article:** [Top 10 Ways Managers Can Retain Technical Women](#) (NCWIT)

**Article:** [How We Closed the Gap Between Men's and Women's Retention Rates](#) (Harvard Business Review)