



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

**2.5 Conduct market research to understand barriers and opportunities for women in the labor market**

## **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**

Conduct market research in the local or national labor market to better understand the barriers that women and other underrepresented social groups experience on their path to studying and pursuing a career in lucrative industries

Analyze societal and educational gaps that might make it difficult to achieve the company's recruitment targets and develop an outreach plan to address these gaps

Based on the results of the research, consider how to alleviate barriers, and reach more women and underrepresented social groups to create a more inclusive talent pool

Identify the best communications channels to reach these groups based on the research findings

### **Challenges to Implementation**

Financial and human resources to conduct such types of market research

Transparency and willingness of people to participate in the research

### **What Success Looks Like**

Specific barriers and opportunities to creating a more inclusive talent pool are identified based on the cultural and sectoral context in which the company operates

Improved strategy for recruiting and hiring from an inclusive talent pool that is informed by the unique challenges in the given labor market

### **Resources and Tools**

**Guide:** [Engendering Industries: Using Surveys to Advance Workforce Gender Equality \(USAID\)](#)

**Study:** [Gender Equality Study of the El Salvadoran Labor Market \(in Spanish\) \(DELSUR\)](#)

**Study:** Women in Labour Markets: Measuring Progress and Identifying Challenges (ILO)

**Guide:** Ensuring Demand-Driven Youth Training Programs: How to Conduct an Effective Labor Market Assessment (International Youth Foundation)