



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

## **12.2 Showcase talented female employees and their professional achievements**

## **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**

Use internal and external communication channels to elevate the profiles of talented female employees, especially women in management functions or in roles typically occupied by men

Use a variety of tools, such as videos, blog posts, and testimonials from female employees on the organization's career page. Post stories that feature female employees on company social media channels. Introduce a section in the corporate newsletter to recognize female talent and create other internal opportunities to recognize and honor women who have successfully pushed boundaries (e.g., "Wonder Woman of the Week")

Create more visibility for women and members of other marginalized or minority groups. Provide speaking opportunities for them in stakeholder meetings, introduce them internally and in public fora, media campaigns, and in outreach programs to schools or other educational institutions

Provide women who are role models opportunities to speak at conferences and high-level meetings such as national or international stakeholder groups and industry networks

**Challenges to Implementation**

Women may be hesitant to be featured

Company may need to invest in speaking skills of role models for public events, media campaigns and conferences

**What Success Looks Like**

Female and male employees feel valued and empowered through stories about them and their work

Female role models gain exposure to external stakeholders and opportunities to exchange at conferences, national and international fora, which can also support their growth

Male employees have increasingly positive views of women's professional skills and abilities

Company increases image of being an inclusive workplace by showcasing successful women

#### **Resources and Tools**

**Example:** [Introducing First Ever Women Meter Readers \(K-Electric\)](#)

**Video:** [Women of WILL: Watch the Success Story of Shweta, a Female Technician \(TATA Power-DDL\)](#)

**Video:** [Women of WILL: Watch the Success Story of Rajni, a Senior Technician \(TATA Power-DDL\)](#)

**Video:** [First Ever Women Meter Readers in KE's Field Workforce \(K-Electric\)](#)

**Video:** [HER SAY: Lilian Ngene Works on Live Power Lines \(Kenya CitizenTV\)](#)

**Video:** [Maana, A Unique Program that Delivers Water Saving Technologies by Women Plumbers \(Miyahuna\)](#)

**Article:** [This Company Encourages Female Employees To Brag About Each Other \(FastCompany\)](#)

**Article:** ["It's Not About Muscles" - Grace Karuiru on How She Has Defied Odds to Excel in Engineering \(The Star\)](#)

**Article:** [Social Media for Social Good: Raising Awareness of Jordan's Water Crisis \(Medium\)](#)