



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

1.1 Showcase the company as an attractive place for both women and men to work

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.

Description

Make sure the workplace is attractive for women before starting to develop outreach programs, specific recruitment activities, or other activities to attract talent:

- Clearly state representation goals in corporate policy, vision, and mission statements and include them in external communication and outreach campaigns
- Specifically, include employee development options, provisions for a safe and family-friendly workplace, and benefits^[1] for employees with childcare duties in communication to different target groups

Create policies that support both men and women and improve corporate culture to become attractive for all employees

Challenges to Implementation

Companies in sectors with historically low female representation have a reputation for being poor employers to women. They need to put extra effort into showing their inclusiveness for women.

Companies may need to undergo structural changes first to be seen as inclusive toward women. This can take time.

What Success Looks Like

Policies in place to promote the company as a good place for women to work

Staff composition, external appearance, and internal practices show that women and men can be equally successful within the company's environment

Company perceived by women as a good place to work, to be measured internally (e.g., by employee surveys, retention rate of women and people with childcare duties)

Company perceived by the general public as an employer of choice for women and men (e.g., through positive word of mouth, mentions in social media, employer evaluation platforms, or other external recognition)

Resources and Tools

Guide: [Building Workplaces in Singapore: A Practical Guide for Companies and Human Resource Practitioners](#) (Singapore Management University)

Guide: [Four for Women: A Framework for Evaluating Companies' Impact on the Women They Employ](#) (Wharton School of Business)

Report/Study: [Accelerating Progress from the Inside Out](#) (EY)

Article: [Creating a "Human-Friendly" Workplace](#) (Allen Communications Learning Services)

[1] **BENEFITS.** Employee benefits are part of the total compensation package that includes all tangible return for an employee's labor except for direct payment. Some benefits are mandatory, such as social security benefits, unemployment compensation, and workers' compensation, while other benefits are discretionary, such as paid time off, health care, retirement, childcare, employee discounts, club memberships, and financial assistance plans. (Source: [Resourcing edge, Human Resource Glossary](#))