



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

1.2 Showcase company as a good place for women 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

Showcase female role models in external communication

Support individuals in leadership positions to talk about advantages of having a more diverse workforce (e.g., in videos or articles on company website)

Provide information to prospective job applicants on company efforts to maintain a welcoming, inclusive women-friendly, and equal opportunity work environment where women applicants can grow their careers. Create a profile on various job and recruiting websites (e.g., *StepStone*, *Glassdoor*, *LinkedIn*, *Comparably*, etc.) and clearly state the importance of gender equality and D&I to the corporate brand; use real testimonials from female and male employees to showcase the company's commitment

Present the company as an employer of choice at regional job fairs, career days at universities, specialized career events, etc.

Challenges to Implementation

Potential applicants often have a negative perception of companies with a low percentage of women in the workforce, such as organizations that may be perceived as workplaces "appropriate" for only male staff, with heavy-duty, noisy, and dirty jobs, with a culture where women may not feel comfortable or welcomed

Showcasing the company as a good place to work may be a new concept for organizations and other companies with a strong technical focus and low female representation

What Success Looks Like

Company has stringent communication policies and practices highlighting female and male role models on the website and on job platforms

Increased interest in open positions from diverse target groups that reflect the customers served by the company

Increased positive postings about the company on social media

Resources and Tools

Example: [Diversity and Inclusion - Women's Perspective](#) (Shell Global)

Example: [#WeSeeEqual](#) (Procter & Gamble)

Award: [Best Places to Work Awards](#) (Comparably)

Award: [2022 Best Workplaces for Parents Award](#) (Great Place to Work Institute)