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Title:	Stakeholder Engagement
Implementation	
	* Structural Integration of Gender Equality
	* Engaging Leadership
	* Gender-inclusive/Gender-sensitive Organisational Culture
Objective:	Build engagement around gender equality amongst managers
Target Group(s):	Management and leadership
Description:	The strategy wants to develop a 'roadshow' for managers (for use in team meetings or stand-alone) which presents the specific business case for gender equality (in the organisation/business unit/team) and provides a 'safe space' for feedback and discussion. The roadshow based on two-way interaction: explain and listen. If visible commitment to gender equality from executive and senior leadership is the strategy is successful. It is also an achievement when a business case for gender equality (specific to the organisation) is articulated and endorsed. Current, reliable and compelling data (quantitative and qualitative) can consolidate to the business case. Benefits of the strategy are: * "Middle managers feel recognised and listened to. * Consultation is a first step in a support-building process. * Rich data is gathered on issues and resistance points which can be factored into implementation and communications planning". You can measure the impact with feedback/evaluation at the end of the roadshow or test engagement/support levels through a short e-mail survey to the participants.
More information:	Australian Workplace Gender Equality Agency (WGEA) Contact: wgea@wgea.gov.au Website: https://www.wgea.gov.au

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