


Title:	Stakeholder Engagement
Implementation	
Field(s) of Action:	* 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:	<p>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.</p> <p>The roadshow based on two-way interaction: explain and listen.</p> <p>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.</p> <p>Current, reliable and compelling data (quantitative and qualitative) can consolidate to the business case. Benefits of the strategy are:</p> <ul style="list-style-type: none"> * "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". <p>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.</p>
More information:	<p>Australian Workplace Gender Equality Agency (WGEA)</p> <p>Contact: wgea@wgea.gov.au</p> <p>Website: https://www.wgea.gov.au</p>

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