Title: **|Stakeholder Engagement| |Implementation|**  **|** |Field(s) of Action:|**@#F5A9A9: * Structural Integration of Gender Equality| |::: |@#F5DA81: * Engaging Leadership | |::: |@#A9E2F3: * 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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