

# International Women's Day.

It's easy to get involved and make a difference.

A quick guide to celebrating International Women's Day and advancing gender equality.

#IWD2021 #ChooseToChallenge

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# IWD 2021

## #ChooseToChallenge.

A challenged world is an alert world. Individually, we're all responsible for our own thoughts and actions - all day, every day.

We can choose to challenge and call out gender bias and inequality. We can choose to seek out and celebrate women's achievements.

Collectively, we can all help create an inclusive world.

From challenge comes change, so let's all choose to challenge.

Make International Women's Day the start of your inclusivity journey.



**Let's all choose to challenge**  
#IWD2021 #ChooseToChallenge

\*images taken from <https://www.internationalwomensday.com/>

# #ChooseToChallenge #IWD2021.

So, hand up high to show you're in  
Will you #ChooseToChallenge?



Raise your hand high to show you're in  
and that you commit to choose to  
challenge and call out inequality.

Show your support and solidarity  
Will you commit to challenging inequality?



Strike the Choose To Challenge pose  
and share on social media using  
#ChooseToChallenge #IWD2021 to  
encourage further people to commit to  
helping forge an inclusive world.

Send in your #ChooseToChallenge  
images



So strike the #ChooseToChallenge pose  
with your hand high to show your  
commitment to choose to challenge  
inequality, call out bias, question  
stereotypes, and help forge an inclusive  
world. Send your submissions at:  
[info@internationalwomensday.com](mailto:info@internationalwomensday.com)



# why not try this.

## Start the conversation

- What is IWD all about? Do you know? Do your peers know? Will you start a conversation with your colleagues about IWD?
- **Action** - Allocate some time in your team meeting to talk about IWD. Even ten minutes is enough to raise awareness.
- **Need more info?** Check out the [IWD website](#).

## Watch these TED talks

- We know you're all busy so we've chosen some of our favourite TED talks to share with you. And, they are all less than 15 minutes long.
- **Action** Pick one or more to watch on your lunch break or whilst you're commuting.
  - [Why we have too few women leaders](#)
  - [Men who want a better world for women](#)
  - [Gender equality- men included](#)
  - [Get comfortable with being uncomfortable](#)

## Speak up for inclusion

- Banter? Office jokes? We all need a little bit of humour in our lives, but when it's at the expense of others will you be the one to call it out?
- **Action** - Don't join in with jokes and banter that degrades women (or men). Ask "does that feel like it fits within your organisation's values"? If in doubt, call it out. You could say "I feel uncomfortable hearing that", or "I'm not sure that's creating an inclusive environment".

## Share your career story

- We all have a story to tell. Who inspired you? What are the milestones in your career? What would you do differently? What advice would you give your younger self?
- **Action** - Get together with your peers (and invite others) and share your career story. Encourage others to do the same. Is there a leader in the business you'd like to know more about? Ask them to share their career story with you and your peers.



# you can try this too.

## Become a mentor

- We've all needed a guiding hand at some point in our career. A mentor is a great opportunity to support another colleague and it's a two way learning experience.
- **Action** - Get involved in mentoring programmes. Your support may be the helping hand another employee needs and you'll also be exposed to diversity of thought. This is essential in understanding others.

## Be a visible and active ally

- Gender equality is about everyone and the pace of progress has been slow. You can help change this though by being a visible and active ally.
- **Action** - get involved in gender equality initiatives such as IWD celebrations. Use gender inclusive language and behaviour and encourage other to do so too. Talk about your involvement with others.

## Write a blog or thought piece

- Are you a leader? Do you think that gender equality matters? Your voice is important and can influence positive change. Having leaders who are prepared to talk about gender equality sets the tone from the top.
- **Action** - Use Workplace or other channels available to you to share your thoughts. Write a joint blog with your peers on why this matters and the actions that you are committing to that will make a positive impact on gender equality.

## Lunch whilst you learn

- Host a lunch and learn event with a guest speaker. It doesn't have to be a big event and you don't have to look far for inspirational people - Randstad is full of them. We're more than just employees and have interests outside of work.
- **Action** - Decide on a gender equality subject and use workflow to invite someone from across the business to come and share their views and thoughts over a "bring your own" lunch and learn event.



# want more?

## Are you hiring?

- Are you thinking inclusively when you hire? Does the advert confirm the role can be worked flexibly, part time or by job share? Is the language in the advert gender neutral? More inclusive adverts attract a wider talent pool.
- **Action** - Speak with the recruitment team about how to improve the inclusivity of your hiring process. You could also use a gender decoder, like [Textio](#), on your job adverts.

## Out of office, out of mind?

- There is more to life than work, right? What conversations are you having with your family and friends? What are their employer, school or friends doing? Can you pool thoughts and accelerate gender equality?
- **Action** - Watch a film that explores gender issues. Look out for free seminars and webinars that focus on gender. Read a book by a female author you're not familiar with. Follow gender equality influencers on social media channels. Use your network to influence change and get others involved.

## Lead a team?

- As a leader you have a unique opportunity to positive influence gender equality. Will you step up to the challenge and lead inclusively?
- **Action** - Lead by example and use your organisation's values to guide you. Partner with your peers to check your leadership techniques are inclusive and promote gender equality. Encourage your teams to get involved in the inclusion and wellbeing activities the business provides.

## Gender +1

- We're all more than just our gender, with other diversity elements such as age, ethnicity, religion, sexual orientation, ability or disability. Will you encourage gender equality across all these other lenses?
- **Action** - Think broader than gender. Think about inclusivity in its widest form. When you increase gender equality, you're advancing gender for other strands of diversity too and that means you're improving outcomes for a wider group of people.



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human forward.

