

THE BLUEPRINT

- The Blueprint is an **actionable roadmap** for organizations and individuals looking to advance gender equality in their workplace.
- Applicable to any organization in the **Canadian private sector** regardless of its size, industry, location, lifespan, or progress towards gender equality.
- The Blueprint is guided by 3 cornerstones that are further divided into attributes: **leadership, inclusion, and transparency and accountability.**

THE MATURITY MODEL

- The Maturity Model is a **comprehensive self-assessment tool** that all organizations can use to guide their efforts to advance gender equality in the workplace. It provides an assessment of the various attributes described within the Blueprint.
- The Maturity Model helps companies to identify ways to **improve gender equality leadership, establish KPIs** related to gender equality and diversity and inclusion, and **build brand recognition**, among others.

THE RESOURCE DATABASE

- The research behind the Blueprint and Maturity Model has been compiled into an **online database** of third-party resources for companies to use as an in-depth support tool when aiming to address specific attributes of gender equality.



PURSuing GENDER EQUALITY IN THE WORKPLACE DURING COVID-19

Leaders have the opportunity to forward gender equality during COVID-19. Some opportunities include:

- **Assess your organization's response to COVID-19** using the Target Gender Equality Quiz to ensure it is gender-responsive.
- **Begin meetings by acknowledging everyone present** and the realities of the pandemic. Set the tone by sharing your own experiences or challenges. In smaller meetings, check-in with each individual to see how they're doing.
- **Show empathy and compassion towards your employees** during this time, especially to those who bear the brunt of unpaid care work. Provide support through increased flex work options, deadline extensions, care services, etc.
- **Ensure all genders are represented and included in all planning and decision making.** Step up and apply an intersectional lens to accurately represent the workforce population in COVID-related processes, such as crisis task forces and response teams.

Other recommendations include:

- Adapt new measures to improve organizational culture
- Maintain a diversity lens in talent management
- Consider harmful gender stereotypes in communications
- Support working parents, bearing in mind that the majority of unpaid work falls on women

- Help address the challenges of stay at home measures including supporting victims of gender based violence.
 - Build capacity and awareness
 - Support women-owned businesses.

INDUSTRY INSIGHTS

- There is a movement towards diversity and inclusion practices in the Canadian private sector at all levels of organizational structures.
 - Paid, executive roles, such as Chief People's Officers, in diversity and inclusion are increasing.
 - Despite this movement, there remains a lot more work to be done.
 - Perhaps the biggest gap in forwarding gender equality in the workplace is a lack of education and awareness.
- Embedding diversity and inclusion in an organization requires insightful and intentional thought towards intersectionality at all levels.

More diverse companies are 12% more likely to outperform others.

KEY INTERNSHIP TAKEAWAYS AND CONTRIBUTIONS

- Gained a strong understanding and awareness of the state of gender equality in the Canadian private sector.
- Extensively researched and compiled resources on implementing and developing gender equality initiatives in the workplace.
- Developed verbal and written communication skills in diversity and inclusion.
- Wrote a brief providing recommendations for the Canadian private sector on how to pursue gender equality in the workplace during COVID-19.
- Wrote blog posts and resource summaries, and provided support for website content development.