

Engaging Men in Inclusion and Diversity

Potentia

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**TOKEN
MAN!**

*WeAre*TheCity

Hello



Vanessa Vallely
We are the City

Engaging men

- why is it so bloody difficult

Hello



Daniele Fiandaca
Founder
Token Man Consulting



Robert Baker
Founder
Potentia Talent Consulting

Key Barriers

Where are the men?



Jean-Michel Monnot • 1st



Semer des graines d'inclusion ALL INCLUSIVE! / Sowing Inclusion seeds / Co...

2w • Public

Hello men? Where are you ?????

Today I was leading an inclusion workshop for one of my loyal customers, and it's always a pleasure given the commitment I see.

But there is a slight catch.

There were only women.

This is almost always the case when training is not mandatory: women are interested, men are not.

This leaves me more than thoughtful about the understanding of the issues by half of humanity...



Why has it been challenging?

Men lack awareness of the issues

Men don't feel invited or involved

Men fear making mistakes

Men fear blame

Men fear loss of privilege and worry other men will disapprove

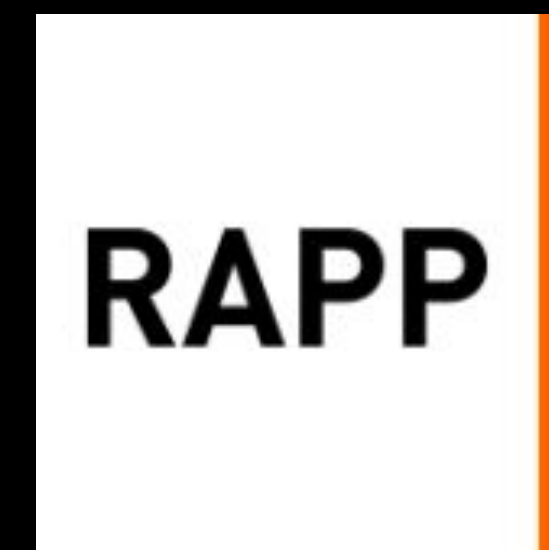
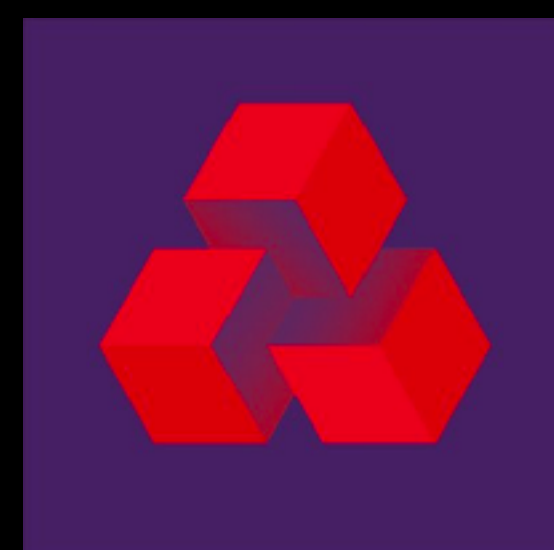
Men don't know what to do, and....

What's in it for me?



Results of Men Learning in Survey - Stories of Success

Our respondents



Key trigger for getting involved


Knowing what it
is like to be in the
out-group

Being a father of
girls

Recognising own
privilege

Sense of
injustice

It's the right
thing to do



“An odd mix. I think it was mainly selfish. I felt it would make me a better leader and a better person by exploring it. I also have a personal value of 'fairness' which will made me more likely to get involved”

Greg Randall
European Head of Customer Supply and Service
Innocent Drinks

What have you done at an organisational level?

ERG lead or sponsor

Championed under-represented talent

Sponsorship & Mentoring

Part of Policy/Process review

Joined a network

Some problematic statements

“Treated everyone the same both in my professional and personal lives.”

“Promoting the concept of the best person for the job with any openings.”

Mix of respondents

Leaning In

Ally

Agent of
Change

50%

34%

16%

Biggest challenges

Fear of saying
the wrong thing

Calling out/
calling in bad
behaviour

Judgement from
other men

Time and effort

Challenging own
behaviours

Inclusive Leadership traits

Made most progress

- 1= Cognisance of bias
- 1= Commitment (to I&D)
- 3 Empathy
- 4 Curiosity
- 5 Collaboration

Inclusive Leadership traits

Made most progress

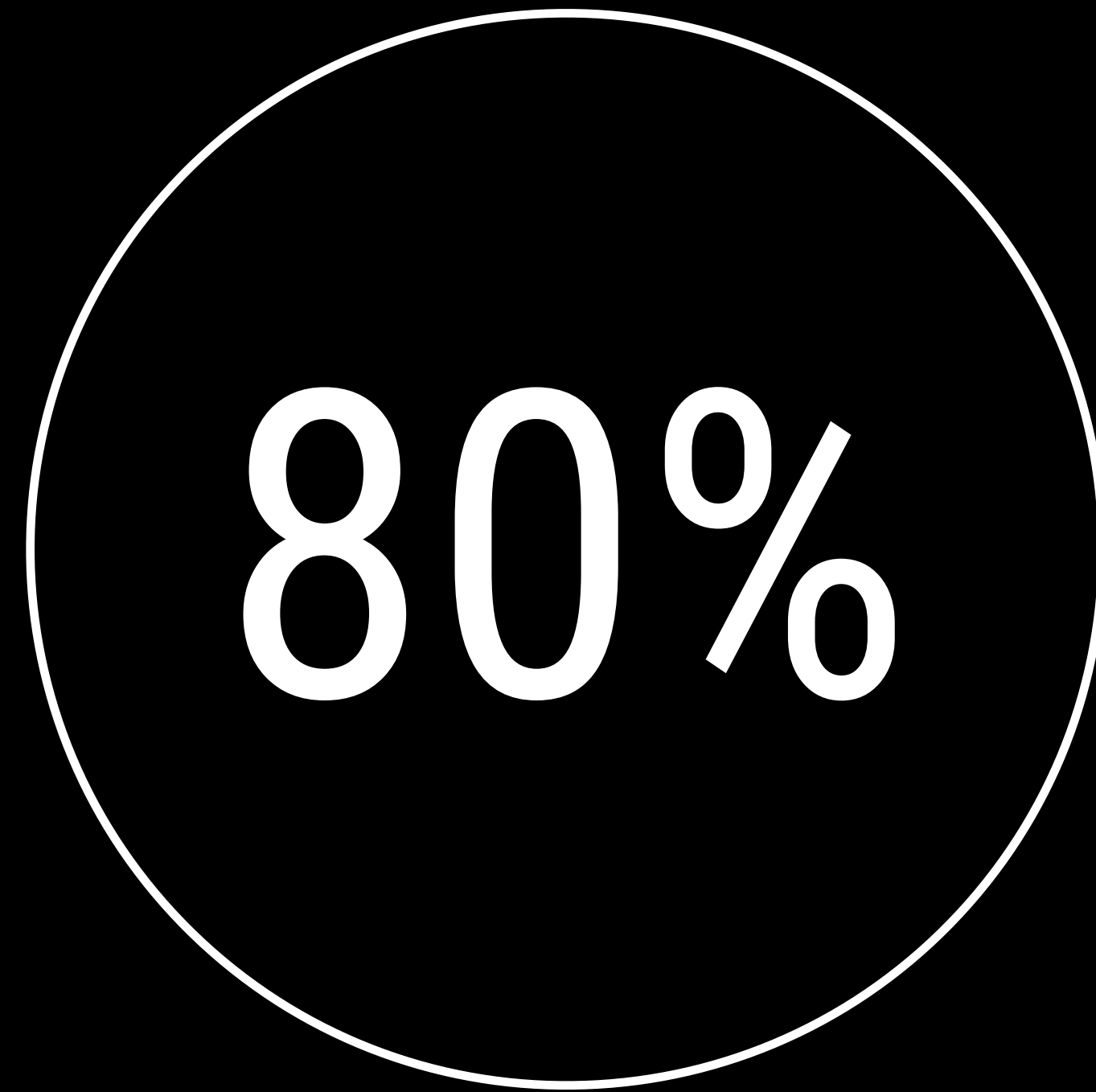
- 1=** Cognisance of bias
- 1=** Commitment (to I&D)
- 3** Empathy
- 4** Curiosity
- 5** Collaboration

Need to work on

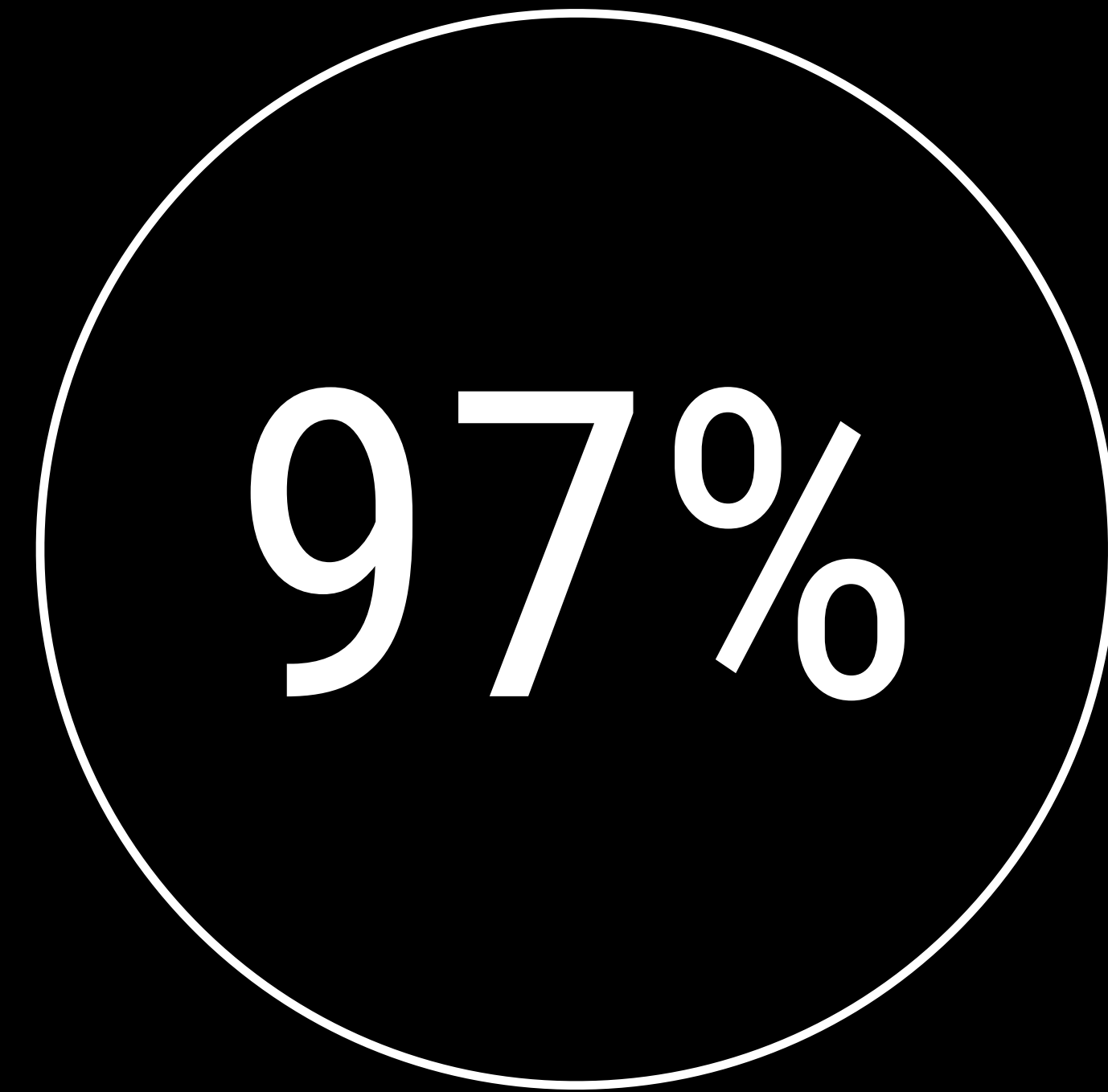
- 1** Cultural Intelligence
- 2** Vulnerability
- 3** Cognisance of bias
- 4** Collaboration
- 5** Empathy

Are you better?

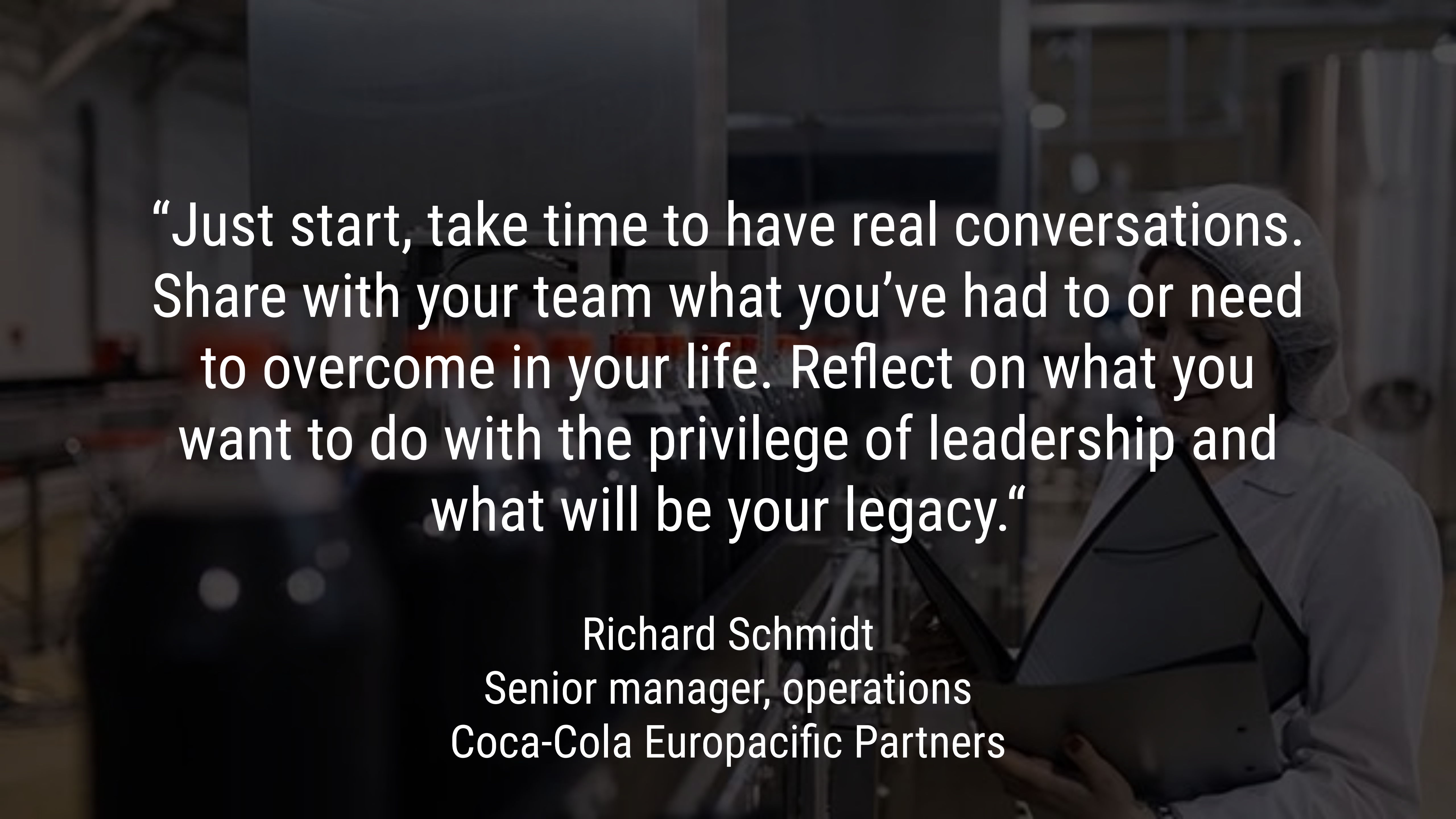
As a business level



As a leader and/or
human being




**What advice would you give
any male leader when it comes
to leaning into Inclusion &
Diversity?**

A woman in a white lab coat and hairnet is looking at a tablet in a factory setting. The background shows industrial machinery and a window.


“Just start, take time to have real conversations. Share with your team what you’ve had to or need to overcome in your life. Reflect on what you want to do with the privilege of leadership and what will be your legacy.”

Richard Schmidt
Senior manager, operations
Coca-Cola Europacific Partners




“Seek to understand privilege and equity and challenge yourself to do something about it.”

Mark Thorpe
CEO
KP Snacks



“Find allies and be allies- this gives you the confidence to challenge behaviour. There isn't a silver bullet, you can't just recruit a diverse workforce - you have to start with being wholly inclusive and be seen to be so.”


Mike Vallis
Divisional Director Midway UK
Merlin Entertainment

A woman with long dark hair, wearing a patterned top, sits in a wire chair on the left, facing right. A man with glasses and a patterned shirt sits in a wire chair on the right, facing left. They appear to be in a conversation. The background is a plain wall with a yellow light fixture.

“Be prepared that it's not going to be easy, and when it gets really hard that's when to remind yourself why you're doing it. It's always darkest before the dawn. Phil Bartlett, - CDM London”

Phil Bartlett
President
CDM London

Top 5 tips

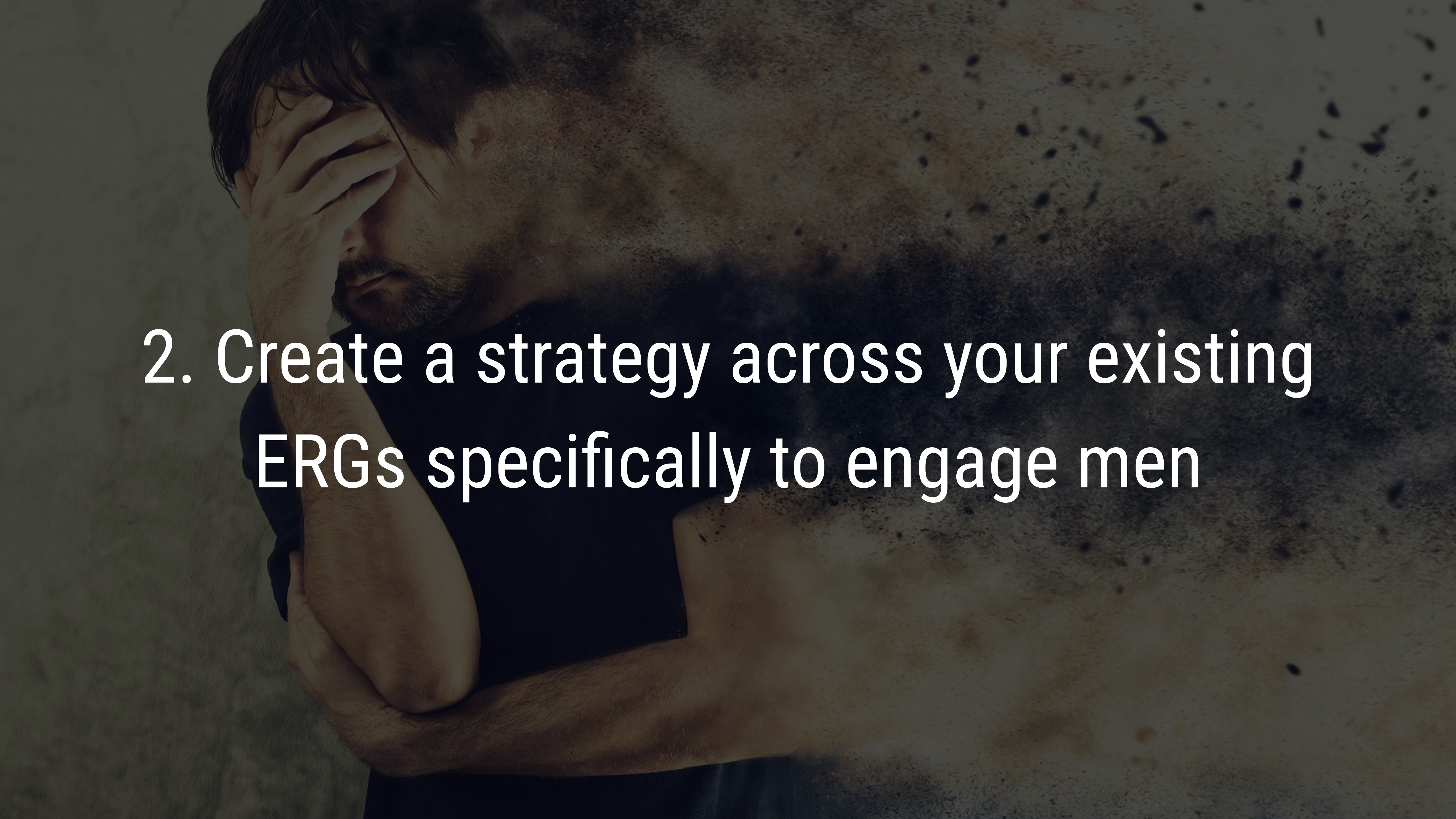


1. Find ways to connect men to inclusion and diversity ie find out their why



To my future husband
28th December 2012



A man with dark hair and a beard is shown from the chest up, wearing a dark t-shirt. He is covering his eyes with his right hand, looking down with a somber expression. The background is a textured, light-colored wall. The overall mood is one of despair or frustration.

2. Create a strategy across your existing ERGs specifically to engage men

A photograph of three men in a meeting. The man in the center is laughing heartily, looking towards the man on the left. The man on the right is wearing glasses and looking towards the center. The background shows a window with greenery outside. The image is dimmed to allow text to be overlaid.

3. Run some targeted men's circles to allow men to share their feelings

A field of sunflowers is shown with a dark, semi-transparent overlay. The text "4. Use everyday to challenge norms" is centered in white. The sunflowers are in various stages of bloom, with some showing dark brown centers and others appearing more yellow. The background is a soft, out-of-focus field of similar flowers.

4. Use everyday to challenge norms



5. Use International Men's Day to engage men in your organisation

Themes you might explore

Mental Health

How be a better ally
to inclusion &
diversity

Vulnerability

MASCULINITY IN THE WORKPLACE

22nd November, 1345 - 1800 GMT

Zoom



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Thanks

Please do get in touch

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Engaging Men panel

Our panel



Catherine Gillespie
Global People & Culture Director
Coca-Cola Europacific Partners



Nick Laird
Managing Director
Lloyds Banking Group



Taf Muchenje
Marketing Executive
Channel 4

Breakout groups

What do you need to do differently
to engage men?

Thanks

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