

HOW TO SUCCESSFULLY INVOLVE OTHER MALE ADVOCATES IN YOUR GENDER DIVERSITY & INCLUSION INITIATIVES

TOP 10 TIPS FROM CO-FOUNDER & CEO, TALKING TALENT, CHRIS PARKE.

1

ENCOURAGE

If men show interest in becoming male advocates, sponsors, or change champions then make sure you encourage them from the outset and all along the way.

2

RECOGNISE THE SHIFT

Recognise that it takes a big shift for many men to move from verbal support to active and public advocacy. They're opening themselves up to being judged by women in the audience and potentially by the male majority.

3

OVERCOME FEAR

Some of the male majority will see their advocacy as being disloyal to those in power or the “brotherhood” – they will need help in overcoming their fears especially in patriarchal, masculine, male dominated or machismo environments.

4

FEAR OF SAYING THE WRONG THING

Recognise that male advocates won't get all of the language or messaging exactly right – this will also be one of their greatest fears in getting it “wrong”. This can stop their involvement unless its managed well.

5

USE PLAIN ENGLISH

The language surrounding the diversity and inclusion space doesn't help here – new advocates will need some support to feel like they can present their own authentic case for change without stumbling into difficulty.



6

CHALLENGE RIGHT

Ask difficult questions of advocates but don't try and trip people up in public - you will only serve to discourage them and/or other male advocates thinking of taking to the stage.

7

POSITIVE FEEDBACK

Give feedback sensitively if you feel they haven't got the message quite right.

8

GUIDE AND MENTOR

Male advocates need mentoring, coaching and support just like the rest of us - this will be new territory for many of them.

9

OFFER STRUCTURE

Clear frameworks and structure for ways men can support organisation change are crucial - there are lots of men wanting to get involved they just don't know how best to do that.

10

MEASURE PROGRESS

Measure the difference that they are helping to make - sharing positive results of change is very motivating.