



# Promoting gender diversity in the workplace

# Examples

Our work enables social dialogue to design and implement solutions to build capacity and capability of **stakeholders** to promote and create gender balanced opportunities.

**Jordan - Skills Academy and Best practise model**

**Supporting women into gainful employment or business start up**

**Mexico**

**Supporting HEIs to action change to provide equal opportunities to women**

**Women 1<sup>st</sup> Campaign in Hospitality and Tourism**

**Supporting women to progress in their career**

Understand the barriers

Find your Champions

Set Clear SMART actions

Monitor and Evaluate



## Mobilisation

- Engage employers and identify industry skills needs
- Develop skills programme & job placement criteria
- Advertise training and job placements
- Interview applicants & check eligibility



## Monitoring, evaluation and impact study

- Monitor graduates sustainable formal employment, job profile & progression, salary and remuneration package
- Identify impact: financial status, lifestyle / social changes, decision to return to Syria or stay in Jordan, quality of life



## Job placement

- Graduation ceremony
- Job Fair - introduction to employers
- Ongoing support to graduates until in employment



## Skills needs analysis

- Skills analysis of students with a focus on level of English language and technical skills to determine the appropriate programme



## Core and job readiness programme

- Presentation, communication, team working, CV building, industry knowledge, customer service
- English language skills & employment rights awareness



## Technical and entrepreneurship skills

- Technical or entrepreneurship programme
- Industry engagement in classroom/place of work
- Prepare students for graduation and employers attending Job Fair

# Jordan – Skills Academy Model of best practice methodology

# Mexico - Supporting women into new opportunities

## Social Dialogue

**What are the barriers facing women today when trying to access academic programs that are traditionally thought to be male dominated?**

- Lack of marketing campaigns and efforts among higher education and TVET institutions in attracting women to their programs;
- Lack of promotion of opportunities for females to enter the workplace;
- Lack of proper tools for institutions to support employers and work better with them to advance gender equality in the workplace.

**Solutions undertaken to address these barriers?**

- Supporting higher education and TVET institutions to market effectively for inclusivity;
- Gather and use data analysis efficiently to develop marketing messages and share the benefits of a gender inclusive workforce;
- Work closely with industry and female students to create awareness and identify opportunities for women in the workplace (including non-traditional roles);
- Support female students to prepare for the workplace (toolkits, trainings, mentoring, coaching sessions, emotional support).
- Offer female students guidance on sexual harassment (how to identify it, put a stop to it and report it).

# Hospitality and Tourism -Gender inclusion

## Challenges of employing women in senior roles within Hospitality and Tourism

Challenging a dominant masculine culture in some occupations

Taking down the glass ceiling for women entering senior roles- increasing the visibility of women in senior positions

Supporting women who choose to have a family and continue to stay and/or look to progress in their career.

Understanding family and cultural restrictions for women entering or progressing in some occupations.

Promotion of networking for gender inclusivity

## Benefits.

Improved Business performance – companies perform best with a good gender mix on the Board

Reduced Risk and Costs

Better Decision making

Mirroring the customers perspective

Accessing the widest talent pool

## Some of our solutions

Women 1<sup>st</sup> Campaign - Raise the social dialogue on the importance of women in senior roles.

Set up of a mentoring scheme

leadership development programme - Step Up

Senior role models presenting at events and participating in think tank sessions.



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# Questions