

# LEADERSHIP ACTIONS THAT MATTER

Companies, nonprofits, colleges/universities, public or private schools, cities/towns, counties, churches, or any other entity can choose to take action and provide better support to their employees and/or members. The [Utah Women & Leadership Project](#) (UWLP) offers the following research-based recommendations to help promote environments and opportunities through leadership for Utah women, girls, and their families to "[thrive](#)".

## 1 Do Good For Your Employees

- a. Adopt family-friendly and flexible workplace policies, conduct pay disparity analyses, and engage in equitable recruiting, hiring, and promotion practices.
- b. Set goals and implement strategies to increase or strengthen the representation of women in leadership at all levels.
- c. Create a women's employee resource group (ERG) and other working groups (women and men) to consider strategies/ interventions that can strengthen the impact of women in your workplace.
- d. Measure the impact of these changes on your workplace culture, employee satisfaction, and overall performance.



## 2 Educate Your Employees

- a. Educate your employees on each of the areas of focus within A Bolder Way Forward (BWF) by distributing and discussing the "What Utahns Need to Know" handout, and 3-4 minute videos for each spoke (see [18 Spoke Resource Kits](#)).
- b. Organize groups of employees to participate in interactive courses: [Male Allyship: A New Conversation](#) (for men) and/or [Explore Your Purpose: Talents, Callings, and Influence](#) (for women). Other [courses](#) may apply too.
- c. Distribute related research, resources, and event information across your organization (see [www.utwomen.org](http://www.utwomen.org)).
- d. Provide recurring research-based, high-quality trainings and education that address sexism, bias, male allyship, discrimination, and other topics. Look to [spoke areas](#), and the [belonging](#) and [male allyship](#) teams for expertise.
- e. Provide recurring research-based and carefully designed trainings and education that bias, male allyship, discrimination, and other topics. Look to BWF [spoke areas](#) for expertise and curriculum.
- f. Bring in experts and educators to teach employees about BWF areas of focus and, when applicable, open these seminars up to the public.



### 3

#### Create Positive Industry Peer Pressure

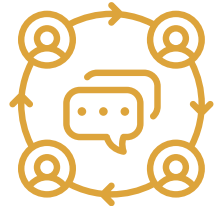
- a. Encourage peer corporations to participate in and collaborate toward collective change related to girls and women in Utah.
- b. Create working groups that tackle BWF goals at an industry level and challenge your industry to take bold action in supporting and advancing women and girls.
- c. Use your platforms and networks to make a visible commitment to the work being done within the UWLP, BWF, and any of our partners.
- d. Take the Women's Leadership Institute's ElevateHER Challenge.



### 4

#### Encourage Community Engagement

- a. Use your organization's influence to encourage employees, customers, investors, and community members to be involved in related change efforts in their communities.
- b. Support employee volunteerism, advocacy, and community leadership by providing flexible schedules, matching charitable giving, and lending employees and resources.
- c. Encourage employees to take action and amplify the missions of UWLP, BWF, and its partners.
- d. Create internal BWF working groups that contribute time, talents, and resources to various efforts to local work in any BWF area.
- e. Identify and follow proposed public policies that directly impact UWLP and BWF areas of focus. Advocate for positive change to public policy at the local, state, and federal level, including informing and educating policymakers. Encourage employees to vote and engage in their own efforts for policy change.



### 5

#### Invest in the Movement

- a. Support UWLP and BWF by donating funds for research, curriculum development, gatherings, marketing, outreach, events, and more.
- b. Sponsor BWF-focused programs and initiatives of partner organizations.
- c. Commit to match employee and community giving to efforts and encourage contributions or matches from like-minded organizations.
- d. Give locally by sponsoring events for BWF work in your counties.



If you'd like to learn more about how you or your organization can promote change or get involved, fill out this [interest form](#) or contact: Brie Sparks, [brie.sparks@usu.edu](mailto:brie.sparks@usu.edu), or Deborah Lin, [deborah.in@usu.edu](mailto:deborah.in@usu.edu). The greatest synergy happens when your organization contributes in ways that meet your goals, expertise, or passions, as well as the community needs. Learn more at [utwomen.org](http://utwomen.org) and [abolderwayforward.org](http://abolderwayforward.org).

"If you want to lift up humanity, empower women. It is the most comprehensive, pervasive, high-leverage investment you can make in human beings." ~Melinda Gates