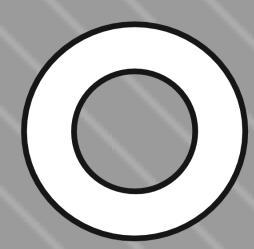
MANBASSADOR











CONFERENCER

I speak at/attend only conferences with at least 20% female speakers.



ACCOUNTANT

I review salaries by gender and diversity and correct inequities.



PHOTOGRAPHER

I call out sexist imagery in campaigns at my agency.



GLOBETROTTER

I take my vacation + encourage downtime for my employees.



BABYSITTER

I support access to childcare for my employees.



CHAMPION

I openly recognize & reward employees for diversity activism.



PLUMBER

I fix a leaky pipeline by monitoring the # of women leaving my agency.



SPONSOR

I identify rising female talent + open doors for deserving candidates.



TRACKER

My agency tracks promotions and layoffs of women vs men.



WORDSMITH

I amend our creative brief to include a commitment to respectful depictions of women.



WATCHDOG

I hold executives accountable for diverse recruitment/retention.



SPOTLIGHT SHARER

I ensure my agency enters work from women in award shows.



MANBASSADOR

I support women through both my words and actions.



REVIEWER

I tie performance reviews to making diversity gains.



I discipline or fire employees who abuse privilege.



LINGUIST

I chose gender-friendly language for our website + recruitment materials.



LISTENER

I give women the floor and don't interrupt when they're speaking.



TABLEMATE

I invite women to sit at the conference room table, not on the sidelines.



TOPDOG

I speak up about the # of women on the board of my holding company.



PROTECTOR

I speak up when I see discrimination or exclusion.



BOOKWORM

I read up on implicit bias and stereotype threat.



MEGAPHONE

I amplify female voices in meetings and on social media.



ADVOCATE

I encourage fellow persons of privilege to become active allies.



MENTOR

I mentor young women, no matter if others make suggestive jokes.



JOINER

I am part of the 3% community's Facebook, Twitter or LinkedIn groups.

