







MANBASSADOR

B I N G O

 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.	 REFEREE 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.

Learn more at 3percentconf.com

Original BINGO card by Karen Catlin & Cate Huston; design by Kathryn Rotondo. Adapted for 3% Conference by Jenny Bergman.

