

Gender action planning toolkit
Case study brief

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| Objective of the case study: | To motivate other organisations to see the value in using their gender pay gap figures and other data to drive action on gender equality in the workplace. |
| Where will it be shared: | <ul style="list-style-type: none"> ● Your case study will form part of a toolkit of resources for employers. ● It will sit alongside other motivational case studies, evidenced actions on ‘what works’ to improve gender equality and practical support for developing an action plan. ● We are working alongside business and leadership membership organisations to identify where we will host this toolkit. This is likely to be hosted on websites for business leaders and HR professionals, being shared at D&I events close to October 2021. ● We are also exploring the option of holding a webinar around that date, targeted at business leaders, where we wish to invite organisations providing a case study along to be part of a discussion panel. |
| Tone/audience: | <p>Please write this case study as an organisational leader providing support and motivation to other leaders.</p> <p>Written from one business to another, to support them understand why it was important for your organisation, why you decided to do it and what (if any) benefits it has created so far.</p> |
| Format: | <p>Written, EHRC can support with drafting and we can set up a call to discuss this briefing with you further, to make sure you have what you need.</p> <p>You may wish to use the following subtitles to guide your case study (please use as most appropriate for you). These have been developed from insights we have gathered around what motivates organisations to see the value in action planning.</p> <ul style="list-style-type: none"> ● Why we prioritised having an action plan ● How our action plan has improved staff engagement ● How our action plan has improved our customer/client satisfaction ● The benefits we have seen from having an action plan |

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| | <ul style="list-style-type: none"> • Longer-term vision and knowing the time it will take to see real change • Impact of the COVID19 on women & why that's important for our action plan <p>No case studies will be used without the organisation being happy with the content and having final sign off.</p> |
| Timelines | <p>Please have this available and signed off by mid-August.</p> <p>The EHRC can support in drafting early edits and would welcome setting up a call to discuss with you.</p> |
| Contact details: | <p>Claire Cunliffe: claire.cunliffe@equalityhumanrights.com Charlotte Billington: charlotte.billington@equalityhumanrights.com</p> |