

Glass Wall Steering Group

OUR MANIFESTO

This group exists because gender imbalance persists in the 21st century workplace.

We are a group of women leaders across a broad variety of businesses including media, finance, film, retail and communications. We are all enthusiastic readers and active advocates of Sue and Kathryn's book *The Glass Wall*, we feel that there must be broad transformation in business to achieve real empowerment and change our working lives. This is more than quota's and reports, it is about providing practical and useful help to each other, to women and to men.

We will provide inspiration through a series of talks throughout the year focussing on topics such as confidence, belonging, networking and authenticity. But this movement is more than a talking shop or echo chamber. We're harnessing the most powerful women we know to lead real change - to smash some glass walls, not just to discuss them.

What this means:

1. We are turning our men colleagues into allies and asking them celebrate and promote change.
 2. We are ensuring that our organisations have gender balanced candidate lists for senior roles and gender balanced interview panels for employing people.
 3. We are actively promoting paternal schemes within our organisations and sharing examples of men who have made use of these.
 4. We are recruiting our teams to share, empower and to challenge the wrongs we all see everyday, and to commit to not being by-standers ourselves.
 5. We are looking at the language we use in detail and de-gendering it where possible (with specific references to meetings and working with colleagues day to day along with internal communications where possible etc.).
 6. We are creating an open, more honest, and continuous dialogue with the younger women in our businesses (sharing stories).
 7. We will ask the question of our marketing and advertising related partner companies for their gender break-down across all teams (at all levels and functions) and also to share plans to improve any imbalance.
 8. We will celebrate men that are champions of this.
 9. We will all promote the benefits of flexible working, specifically men making the most of this.
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