

# Women in Leadership toolbox

November 2023

Since its founding 20 years ago, Women in Business New Brunswick has worked to advance the female cause by encouraging women, through success in business, to contribute to the province's economic prosperity.

This is also true for women in leadership roles as board members or in the political arena since the growing body of evidence shows that reducing the gender gap in managerial and decision-making positions has a major impact on economic growth.

The «Women in Leadership – From Talk to Action» project seeks to eliminate the main systemic barriers to women's advancement. It also aims to develop community-level approaches supporting women's equality while speeding up systemic change in New Brunswick and reinforcing women's representation and participation on boards of directors and in other decision-making positions, especially in the realm of politics.



By means of a series of consultations held throughout the project, we were able to gauge the mood of the community as we listened to women's stories about the challenges they face in New Brunswick. Our goal was to develop potentially inclusive solutions to facilitate women's participation in economic, political, and public life.



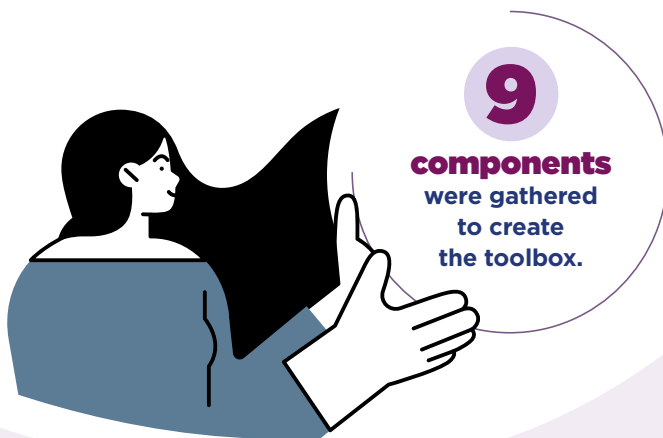
## THREE MAIN FINDINGS EMERGED:

- 1 In general, **gender equity is a known issue**.
- 2 To ensure greater equity, some of the **best practices to be adopted** include mentoring, involvement in official and unofficial networks, flexibility, education, training and awareness-raising, as well as the dissemination of existing tools and resources.
- 3 It is **essential for us to see beyond female stereotypes** if we wish more women to flourish in leadership positions.

These main findings are particularly noteworthy in that they affect certain segments of the population more deeply than others. When reading about key concepts or putting in place tools designed to enhance gender equity efforts, we would all do well to consider various layers of personal intersectionality that may come into play.

# Reference tools

**This toolbox is designed to bring about a change of culture. Each of the tools it contains is intended to help deconstruct stereotypes by raising organizational awareness and boosting the confidence of women and gender minorities, regardless of their intersectionality. A straightforward mandate, you say?**



To construct the toolbox, we drew up a list of nine components. Each of the tools is designed to address one or more of the issues below, whether in the political arena, in companies or on boards of directors, and to raise awareness or advance concrete initiatives leading to systemic change.

-  Companies and boards of directors
-  Action towards change
-  Political engagement
-  Awareness raising

## Table of Contents

- 1 Guide to Inclusive Terminology**
- 2 Wheel of Privilege and Power**
- 3 Gender-Based Analysis Plus (GBA+)**
- 4 50-30 Challenge**
- 5 Handy Networking Map**
- 6 Mentoring: Short Dialogue Guide and Food for Thought**
- 7 Leadership Trajectories**
- 8 More Equitable Governance**
- 9 Before You Get Into Politics**



We should point out that the tools presented in this kit are not meant to represent an ultimate solution or a universal approach. They are a starting point, a call to reflect on the status quo and a proposed course of action aimed at deconstructing systemic challenges to equitable gender representation.

We have never attempted to re-invent the wheel. Various existing tools have proved effective and have been adapted to the New Brunswick context, among other things.

Women in Business New Brunswick would like to thank the firm O Strategies for its involvement in carrying out this project.