

1

Start by **SHOWING UP**. Literally and figuratively. Show up *to* conferences that support women and *for* them in your next meeting.

2

Make **DIVERSITY PART OF YOUR ORGANIZATION'S INFRASTRUCTURE**, not just your content calendar.

3

**KNOW THE DIFFERENCE BETWEEN EQUALITY AND EQUITY**. And recognize that not all talent arrive with the same toolkit.

4

Move towards **SALARY TRANSPARENCY** as a defining step in closing the gender pay gap.

5

If you **SEE SOMETHING, SAY SOMETHING**. Speak out when you know employees or freelancers are being treated or paid unequally because of their gender or identity.

6

Homogenous groups breed homogenous ideas. Engage **DIFFERENT PERSPECTIVES** and life experiences to bring about better solutions.

# how to have her back

7

Forget the self-congratulatory press release. **DO THE HARD WORK**. Communicate specific, measurable D&I goals and share your progress with staff regularly.

8

You are not alone. There is **STRENGTH IN NUMBERS**. Reach out if you need help. Because together, we are better.

9

**SPEAK THE SAME LANGUAGE**. Teach your teams how to reach, and connect with, the profoundly diverse global market.

10

**WORDS MATTER**. Raise awareness around gender-specific nomenclature and pronouns—and address how they should be used in your workplace.

#haveherback

[wehaveherback.com](http://wehaveherback.com)