

STEREOTYPE SMASHER

THE BOOKLETS

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**FRONT
COVER**

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COVER**

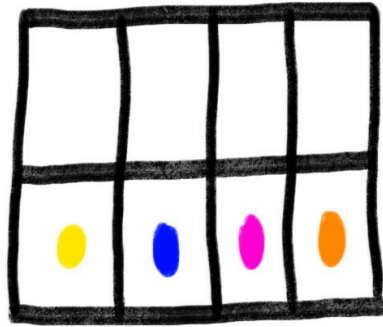
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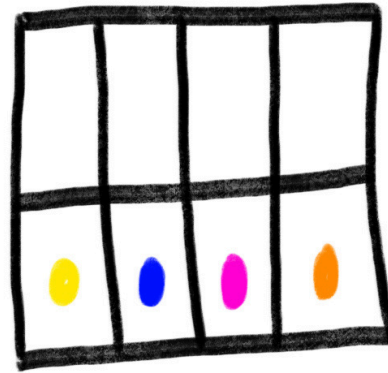
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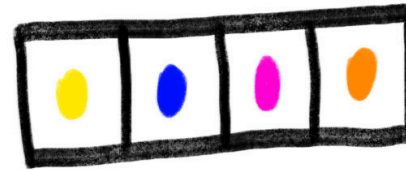
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front



back

When I select staff,
do I base it on
objective factors
or do I rely on
“feelings” and
familiarity?

Have I ever
selected staff who
are very different
from me?
[in terms of cultural
background, gender
identity or aesthetic
appearance]

Have I defined the
selection criteria?

Does my job
post use
gender-biased
language?

Do I use
structured
interviews with
standardized
questions to
reduce bias?



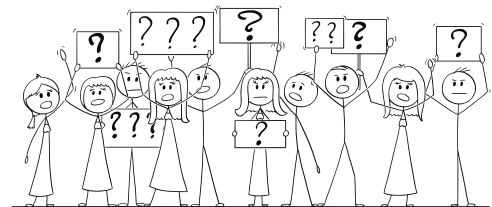
THE QUESTIONS BOOKLET

TEAM&HIRING

for HR recruiters



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Do you take care
to represent both
men and women
in presentations
and on websites?
Are there women
in leadership
positions?

Do I use
expressions that
reinforce gender
stereotypes?
e.g. “She’s got balls” or
“He doesn’t even know
how to change a light
bulb”

In the meetings,
who speaks most
often? Who is
interrupted most
often?

Do I use gender-
neutral job titles?

e.g. “chairperson”
instead of “chairman”

Do I encourage
active listening
training to
improve meeting
equity?

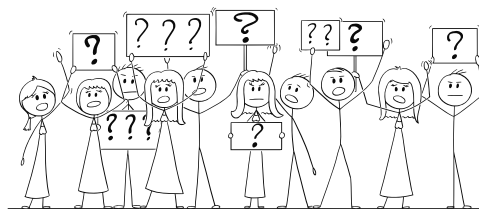


THE QUESTIONS BOOKLET

COMMUNICATION
&
LANGUAGE



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Have I provided equal training and advancement opportunities to all employees? How can I prove it?

In the last project I worked on, who gained visibility? Who provided support in the background?

Are support activities (e.g. note-taking, logistics management) distributed equally between men and women within my team?

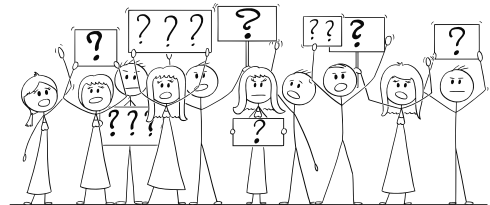
Do I ensure that promotion criteria are transparent and standardized?

Have I ever asked team members if they feel valued and if they see opportunities for growth?



THE QUESTIONS BOOKLET

ROLES
&
OPPORTUNITIES
for managers



1. 'That's a female reaction.' (to a man)
2. 'She's too aggressive... she should calm down a bit.' (to a woman)
3. 'Well, you know how she is, she's emotional.' (to a woman)
4. 'He is a natural leader.' (to a man)
5. 'This pronoun business is just a fad, isn't it?' (to a non-binary person)

In conversations –
even informal
ones – at work,
have I ever said or
heard these
phrases?



Have I ever
noticed if certain
colleagues are
interrupted more
often in
conversations,
and do I
sometimes
interrupt them
too?

At work, do I join in
when someone
makes a joke that
could put a
colleague down,
or do I choose not
to laugh along?

Do my decisions
(e.g. schedules,
events, working
methods) take into
account different
needs related to
gender or
caregiving?

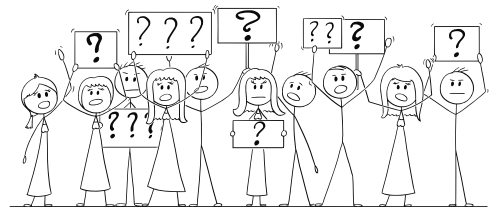


THE QUESTIONS BOOKLET

WORKPLACE
&
WELLBEING



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MOBILIZING EXPERTISE



Have I ever noticed whether the way we celebrate successes (e.g. who gets mentioned, who is thanked) includes everyone's contribution or mainly a few?

Do the initiatives I contribute to (e.g. events, team projects, communication) show different kinds of people, or do they always highlight the same group?

When new goals or projects are decided, have people with different roles, ages, or backgrounds been involved in the discussion?

Have I involved people with different experiences and identities in shaping this project?

What is one small action I could start this week to make my work environment more welcoming for everyone?



THE QUESTIONS BOOKLET

VISION
&
FUTURE

for managers



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