

# STEREOTYPE SMASHER

**THE BOOKLETS**

PAGE  
5

PAGE  
4

PAGE  
6

PAGE  
3

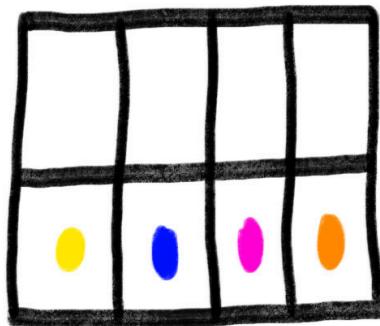
BACK  
COVER

FRONT  
COVER

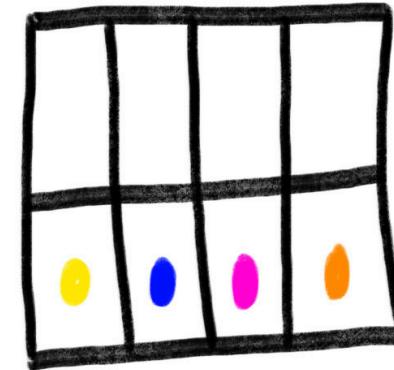
bend

cut

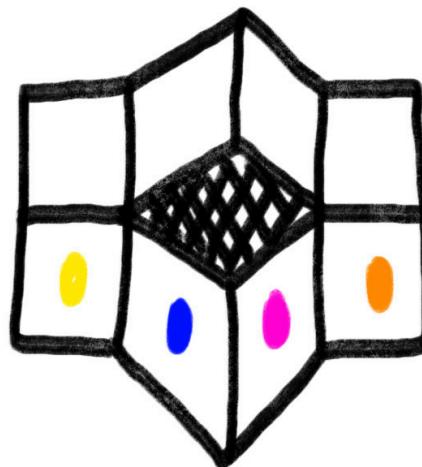
①



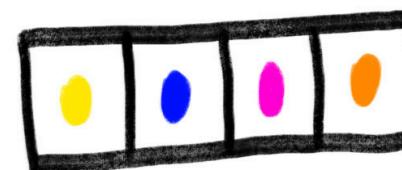
②

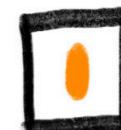


③



④



 front

 back

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

Does my job  
post use  
gender-biased  
language?

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

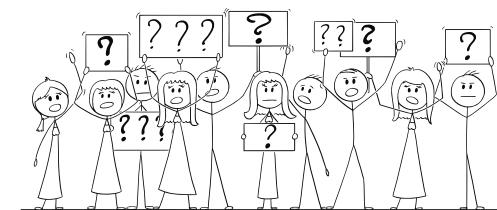
Have I ever  
selected staff who  
are very different  
from me?  
Have I defined  
selection criteria  
[in terms of cultural  
background, gender  
identity or aesthetic  
appearance]

Have I defined the  
selection criteria?



## THE QUESTIONS BOOKLET

TEAM&HIRING  
for HR recruiters



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

Do I use gender-neutral job titles?

e.g. "chairperson" instead of "chairman"

Do I use expressions that reinforce gender stereotypes? Who speaks most often? Who is often interrupted most? In the meetings, how to change a light bulb, e.g. "She's got balls" or "He doesn't even know

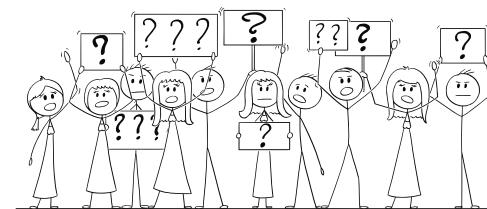
Do I encourage active listening training to improve meeting equity?

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



# THE QUESTIONS BOOKLET

COMMUNICATION & LANGUAGE



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?

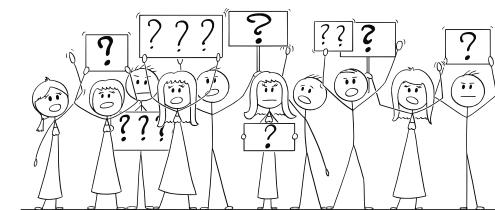
Have I ever asked  
team members if  
they feel valued  
and if they see  
opportunities for  
growth?



STEREOTYPE  
SMASHER

# THE QUESTIONS BOOKLET

ROLES  
&  
OPPORTUNITIES  
for managers



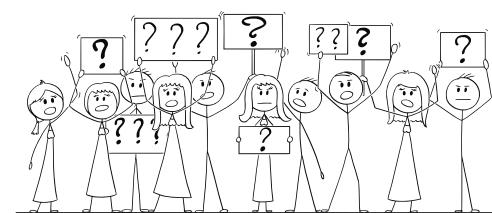
1. 'That's a female reaction', (to a man)  
 2. 'She's too aggressive...'  
 3. 'Well, you know how she is, she's emotional', (to a woman)  
 4. 'He is a natural leader', (to a man)  
 5. 'This pronoun business is just a fad, isn't it?', (to a non-binary person)

←  
 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

Have I ever noticed whether the way we celebrate successes (e.g. who gets mentioned, who is thanked) includes everyone's contributions 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 backgrounds, ages, or different roles, 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

