



CANADIAN
MANUFACTURERS
& EXPORTERS

Gender Inclusion and Diversity Roll-Out Plan



Introduction

Canadian Manufacturers & Exporters (CME) is proud to announce the release of our Gender Inclusion and Diversity Toolkit. Made for manufacturers by manufacturers, this valuable resource can contribute to your organization's success in attracting and retaining a skilled and diverse workforce.

The Gender Inclusion and Diversity Toolkit is a new resource that supports manufacturers by providing them with activities and documentation that aim to promote gender inclusion and diversity in the workplace. This includes:

- A ready-made introduction to gender inclusion and diversity presentation deck
- A talent management guide focused on gender diversity topics
- A printable/fillable “Inclusion and Diversity Roadmap” that your people can use as a checklist to keep track of their progress.

To maximize the value of the Toolkit for the sector and make a difference, we need your help to spread the word to employees. CME will send communications to members to promote the Toolkit, but we understand that messages coming directly from employers are more impactful.

We also understand our members are busy and that drafting many emails is a lot to ask. That is why we have taken the liberty of drafting a few pieces to get you started.

The following pages will include customizable draft emails that you can use to quickly and easily get the word out to your people.

For directions on how to use this effectively, please go to the next page.

User Guide

KEY POINTS

Each page will include three sub-sections:

- a. **Tool Objective(s):** Added context about the specific tool for your reference
- b. **Target Audience:** Suggested recipients of a particular email or communication
- c. **Draft Email:** Easily customizable templates that can be tailored and sent. Any words **in red** are to be changed to match your organization/writing style





DRAFT EMAILS

Email 1: Introducing The Gender Inclusion and Diversity Toolkit

OBJECTIVE

To introduce your organization's people to CME's Gender Inclusion and Diversity Toolkit, and show them where they need to go to access all relevant files.

SENDER

CEO or other organizational executive

AUDIENCE

All Staff

[insert greeting],

It is with plenty of enthusiasm that I am introducing you to **Canadian Manufacturers & Exporters' (CME) "Gender Inclusion and Diversity Toolkit"**!

This toolkit, which includes a series of resources that we can use to better understand issues around gender inclusion and diversity across the manufacturing sector, and take action towards making our industry – which includes [your organization name] – more attractive to women.

I would love it if you all would go to [this link](#) [insert link] and take a look at the toolkit. Think about which of the resources would be best used by our team, and feel free to reach out to let me know your thoughts.

If you have any additional questions or comments, please don't hesitate to reach out to me.

[insert email sign-off]

EMAIL 2: CME Toolkit – How to Get Started

OBJECTIVE

To follow up on the introductory email, reinforce the existence/importance of the CME Toolkit, and to provide your people with a “first step”

SENDER

CEO or other organizational executive

AUDIENCE

Your entire organization

[insert greeting],

I wanted to send a short follow-up to **last week’s** email about CME’s new Gender Inclusion and Diversity Toolkit. You may have already started looking at the toolkit contents (at **this link [insert link]**). I wanted to give you a little bit more context so you know how to get started with all of this.

- (1) **Take a look at the Inclusion and Diversity Roadmap**. After you click on the link, you’ll find four different versions; find the version that fits best with your role at **[your company name]**. This roadmap provides direction for taking advantage of the rest of the Toolkit. Please download a version and use it to keep track of your progress.
- (2) **Check out the “Ten-Step Plan”**. You can either view it on your desktop or you can print it out and **keep it in your workspace or post it in the breakroom**. I think these steps are simple enough to follow and very impactful. I’d love it if everyone could give it a read.
- (3) **Read the “Starting the Conversation” workshop**. We’re going to try to organize some time to run a live version of this workshop. Until then, feel free to give this a look.

There’s more of this to come. Over the next week or two, you should expect to see a few more emails from me about this Toolkit. I see it as a really important initiative, and I would love it if we all could take part in it.

[insert email sign-off]

Email 3: Gender Inclusion and Diversity Kick-off Presentation

OBJECTIVE

Organize the person/people who will facilitate your company's Kick-off Session(s)

SENDER

CEO or other organizational executive

AUDIENCE

Someone (or multiple people) that is a good candidate to start the conversation about gender inclusion/diversity at work (i.e. HR, "people leaders", executive of a small company)

[insert greeting],

Once again, I would like to express my excitement about the new [Gender Inclusion and Diversity Toolkit](#) that we now have access to!

One tool that I think can help us is the "[Starting the Conversation on Gender Inclusion and Diversity \[insert link\]](#)" workshop. This is a ready-made presentation deck we can use to facilitate our own "kick-off" discussion around gender diversity. Do you think you could **facilitate a session for groups of employees over the next couple of weeks?** If you need some support running/preparing them, let me know and we can get a team together.

[insert email sign-off]

Email 4: Respect in the Workplace Certification

OBJECTIVE

Make your people aware that the “Respect” self-assessment is available to take

SENDER

CEO or other organizational executive

AUDIENCE

Entire organization

SEND DATE

Anytime after purchasing “Respect” licenses

[insert greeting],

I want to pass along some exciting news to you all. We have decided to take part in the “[Respect in the Workplace \[insert link\]](#)” certification program. This means that we will have access to the “Respect in the Workplace” self-assessment – as well as the accompanying certification. I see this as a great first step towards making our workplace truly inclusive. I also see it as a great way to show incoming talent that we value respect and inclusivity at work.

We have paid for [insert number] licenses. If you are interested in taking this self-assessment / certification, please send an email to [email of person who will organize this initiative]. If we reach our limit but you still would like to participate, let us know and we’ll purchase more licenses.

[insert email sign-off]

Email 5: Leader Guidebook for Men

OBJECTIVE

To inform your organization's male leaders of the Guidebook, and encourage them to read it, and start thinking about how they can turn this into action.

SENDER

CEO or other organizational executive

AUDIENCE

Male Leaders in your organization

[insert greeting],

I'm sure you have seen my last few emails about the CME Toolkit. I wanted to send another over to make sure that you are aware of the "[Leader Guidebook for Men \[insert link\]](#)". I'm sending this to you because I feel you have a real opportunity to make a real positive difference with regards to making [your company name] a more gender-inclusive workplace.

When you have a moment, please give the Guidebook a read (it will only take you a few minutes). After you have read it through, think about some ways that you can turn that reading into action. For example:

- You can "sponsor" a female employee; become her champion and help provide with the opportunity to develop and grow her role.
- Have a chat with members of your team about what you read. Get them talking about different ways you all can approach work to start making some improvements in this area.

I would love to hear your feedback. Once you have gone through this, feel free to reach out and let me know how you think we can best use this Guidebook.

[insert email sign-off]

Email 6: Talent Management Guide

OBJECTIVE

To make sure anyone actively involved in key talent-related activities has seen this guide, and to help them adapt these learnings to their activities.

SENDER

CEO or CHRO

AUDIENCE

Anyone in HR and/or anyone actively involved in talent attraction / recruitment / development.

[insert greeting],

One final email about the CME Toolkit – this one focused on Talent Management best practices [insert link]. I'm sending this to you all since you are front-and-center with our Talent activities. I think this could be a great resource to help us better understand how we can keep gender inclusivity and diversity top of mind with everything talent-related (training and development, recruitment, etc).

I would love to hear your feedback and thoughts when you have a chance. Please feel free to be in touch after you have given this a read.

[insert email sign-off]

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