



CANADIAN
MANUFACTURERS
& EXPORTERS

Starting the
Conversation on
Gender Inclusion and
Diversity



INSTRUCTIONS FOR FACILITATORS

1. This tool is meant as a **presentation and discussion for a leader to facilitate with their team** to start the conversation about the value of inclusion and diversity for each person and your company.
2. Follow the **speaking notes below each slide** to facilitate the discussion. These are notes for the presenter.
3. Make sure to **replace the RED TEXT in the breakout session and thank you slides**. This instruction will also be indicated in the **notes** section of those slides.
4. There are **multiple** icebreaker activities and breakout questions provided here. Please select **one** of those activities or questions where there are multiple options and delete the ones you do not use.
5. Once you have made the updates above to the presentation deck, **delete this slide**.

AGENDA

1. **INTRODUCTION TO INCLUSION AND DIVERSITY**
What it means and why it's important
2. **EXAMPLES OF HOW OTHER COMPANIES HAVE EMBRACED GENDER DIVERSITY AT WORK**
What can be learned from others
3. **STEPS WE CAN TAKE TO BECOME MORE INCLUSIVE AND DIVERSE**
How to move forward

EXPECTATIONS FOR TODAY'S SESSION

What we hope you leave this session with:

AWARENESS

of inclusion and diversity issues in manufacturing

KNOWLEDGE

of initiatives that other companies have undertaken to encourage inclusion and diversity in their workplaces

INSPIRATION

to make a difference in your workplace and in your community

What do you hope
to take away
from this session?

Icebreaker





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STAND IF
YOU...



INTRODUCTION TO INCLUSION AND DIVERSITY

What it means and why it's important

“Listen to feedback and actively ask what needs to be done to make the environment more inclusive for women. Proximity of washrooms, or the size of workwear and gloves are the basics in a manufacturing environment. If you don’t have these things addressed, that’s what exclusion looks like. Also, key is respect in the workplace – a culture of inclusivity is key to success.”

Angela Pappin

Chief Transformation Officer, ArcelorMittal Dofasco North America Sales and
Chair of CME’s Women in Manufacturing Working Group.

INCLUSION v. DIVERSITY

INCLUSION

Is about all of us, creating a culture that strives for equity and embraces, respects and values differences for all of our people.

DIVERSITY

Is about each of us, about the variety of unique experiences, qualities and characteristics we all possess.



Purl | Pixar SparkShorts





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Do you feel [insert
your company name]
has created a gender-
diverse workplace?

WHAT WOMEN ARE SAYING ABOUT INCLUSION AND DIVERSITY IN MANUFACTURING

For a 2017 paper titled “Untapped Potential”, Canadian Manufacturers & Exporters (CME) surveyed individuals currently employed in Canadian manufacturing companies. The responses were as follows:



1 of 3 said that a male-centric workplace culture is what they like least about working in manufacturing



More than 1 of 3 females see a promotion bias that favours men



Half of female manufacturing employees believe that they must work harder to prove themselves



1 of 4 of those surveyed have quit a manufacturing job because of sexism/discrimination

WHAT WOMEN ARE SAYING ABOUT INCLUSION AND DIVERSITY IN MANUFACTURING

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Only 2 of 5 surveyed say that their female friends have a good impression of manufacturing



Over 6 of 10 surveyed say that their company will face labour and skill shortages within the next 5 years



1 of 2 women surveyed say that school-aged girls are not encouraged to consider manufacturing as a career option



Only 1 in 8 surveyed say that girls are encouraged to pursue a career in the skilled trades



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Based on
personal
experience, are
these figures
surprising?

HOW INCLUSION AND DIVERSITY IMPACTS BUSINESS

Fostering an inclusive and diverse workplace can impact your business' profitability and growth. The following are some specific areas where inclusion and diversity can have a direct impact:

TALENT

Many manufacturers are predicting a talent gap in the next five years.

Increasing the diversity of the talent pool likely means also increasing the supply of talent.

DECISION-MAKING

To innovate, manufacturers need to avoid 'group think'. Bringing together unique and diverse perspectives can help drive innovative business decisions.

PERFORMANCE

People tend to perform better and more productively when they can be their authentic selves and not spend time and energy trying to conform.

CULTURE

Inclusion and Diversity is a common element of many organizations' values and purpose. Having a strong set of values can act as a major driver toward creating a united workforce.

CME'S STRATEGIC IMPERATIVES TO IMPROVE FEMALE REPRESENTATION IN MANUFACTURING

ONE

Make sure your company has more high-profile female role models

TWO

Expose young women to modern manufacturing facilities

THREE

Encourage young girls to join STEM fields at a young age

FOUR

Make greater efforts to hear the concerns of women in your workplace

FIVE

Focus on work-life balance to accommodate both male and female employees



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BREAKOUT 1

What can [your company name] do to recruit more women?



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BREAKOUT 1

What do you think are our greatest challenges when recruiting women?



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BREAKOUT 1

What are some first steps we can take to make **[your company name]** more desirable to female talent?

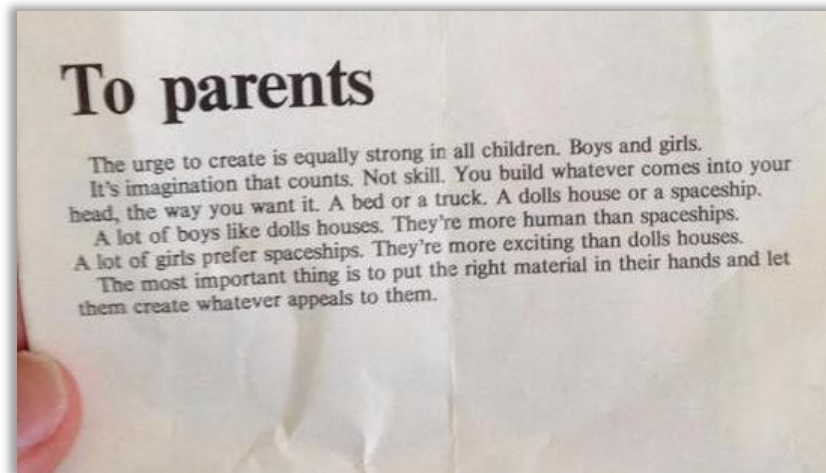


HOW HAVE OTHER
COMPANIES
EMBRACED INCLUSION
AND DIVERSITY?

TALENT ATTRACTION

EXAMPLE 1: LEGO

- Since the 1970s, LEGO has encouraged boys and girls to build with their blocks.



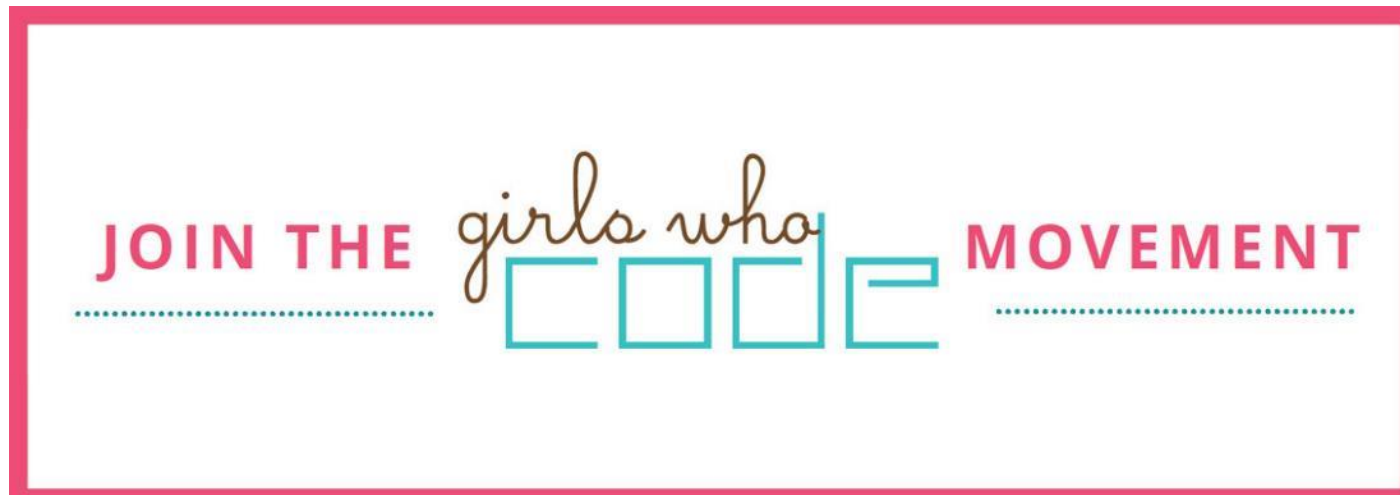
- In 2017, LEGO continued to encourage children of all genders to build with the release of LEGO's **NASA Women** line



TALENT ATTRACTION

EXAMPLE 2: GIRLS WHO CODE

- **Girls Who Code** is a non-profit that aims to increase the number of women in computer science by offering engaging coding tutorials and programs
- The company partners with STEM companies to showcase their facilities and mentor the students





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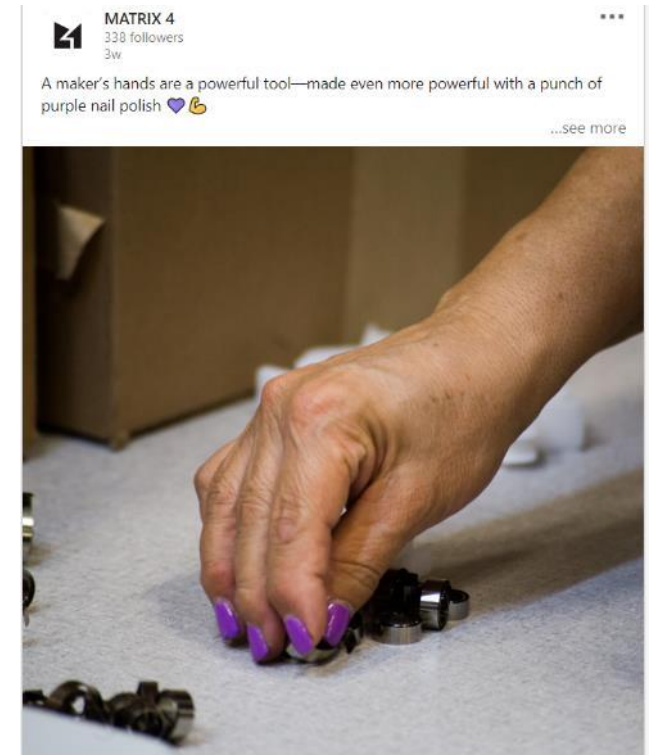
BREAKOUT 2

How can [**your company name**] reach out directly to students to pique their interest in manufacturing?

TALENT ATTRACTION / TALENT RECRUITMENT

EXAMPLE 3: MATRIX 4

- **Matrix 4** is a female-owned, medium-sized all-purpose manufacturer
- In *Great Places to Work's* “Best Canada Workplaces 2019” article, they say that “Women want to work for companies that are committed to equality for women, so develop a clear diversity strategy - and broadcast it.”¹
- LinkedIn posts like the one shown here are a great way to do this



EXAMPLE 4: IRONWORKERS INTERNATIONAL

- Ironworkers International launched the “Be that one guy” campaign to fight workplace harassment
- They see workplace harassment as an inclusion issue, as well as a safety and productivity issue
- Harassment causes distractions, which could lead to accidents in this line of work



EXAMPLE 5: BEYOND TECHNOLOGIES

- Beyond Technologies is a medium-sized Montreal-based technology consulting company
- As a way to attract and retain talent, Beyond Technologies has organized a program where each employee has a 'coach' who provides
 - performance feedback
 - guidance on training opportunities
 - helps make a plan for reaching their goals
- Setting up a coaching/mentorship program is feasible for companies of all sizes, and is a great way to ensure that under-represented groups are given every opportunity to succeed





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BREAKOUT 3

What kind of talent attraction, recruitment, and retention initiatives has [your company name] done that was geared at promoting gender diversity?



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BREAKOUT 3

What initiatives could you put in place to create a more inclusive workplace?

What could [your company name]'s leadership do?



STEPS WE CAN TAKE TO BECOME MORE INCLUSIVE AND DIVERSE

Five Strategic Imperatives

STRATEGIC IMPERATIVES TO IMPROVE FEMALE REPRESENTATION IN MANUFACTURING

ONE

Make sure your company has more high-profile female role models

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FOUR

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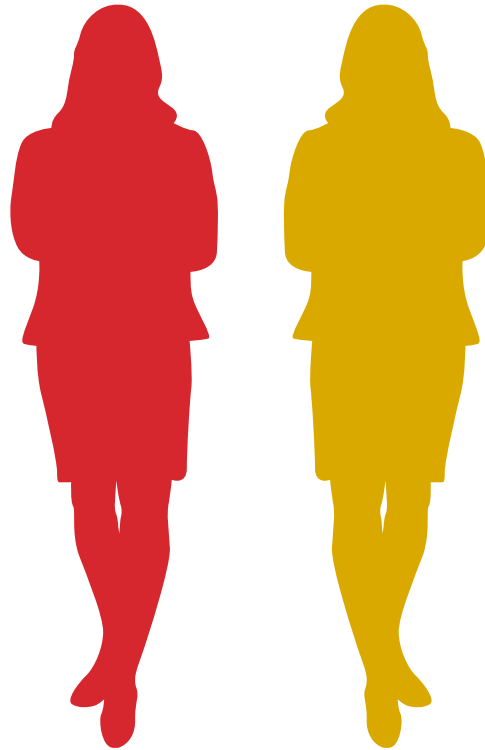
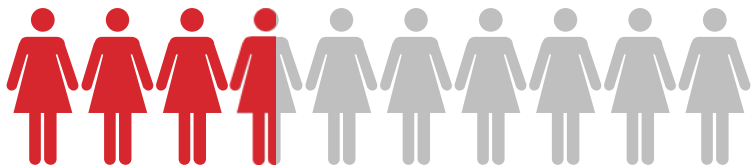
FEMALE ROLE MODELS IN THE WORKPLACE

In the same way that Olympic champions inspire children and young adults to work hard and achieve their goals, female leaders in manufacturing inspire other women to follow in their footsteps.

ROLE MODELS

37%

of survey respondents said an effective way to attract more women to manufacturing is to have more visible female role models.



LABOUR SHORTAGES

59%

Believes that their company will face a shortage in staff within the next 5 years

Canadian women make up about **48 per cent** of the Canadian workforce, but only **28 per cent** of jobs in manufacturing.



IMPROVING THE PERCEPTION OF MANUFACTURING

Close to 40% of women believe that addressing the negative perception of manufacturing would have a major impact on improving female representation in the sector. Here are some examples of how to expose young women to a career in manufacturing:

PARTICIPATE IN “OPEN DOORS”

CME, in partnership with manufacturers across the country, host plant tours to build awareness of modern-day manufacturing facilities and provide youth with a more accurate perspective of career opportunities available to them.

CAREER DISCOVERY

CME, together with our partners, invite students from all over Manitoba to discover workplace technologies and high demand careers available in the modern world of manufacturing. Students participate in a hands-on interactive experience that simulates the manufacturing cycle from design through build and final assembly.

**WHAT ELSE
CAN BE
DONE?**

RECRUITMENT CONCERNS FOR MANUFACTURERS

Nearly 43% of women surveyed by CME think that improving efforts to recruit women to STEM and skilled trades programs is critical to closing the gender gap in production-related occupations. Here are some examples of initiatives companies have run to recruit women:

1 ACCESS TO SCHOLARSHIP AWARDS

CME, together with our partners, provides scholarships to women pursuing an education or apprenticeship that will lead to a career in manufacturing

2 TARGETED SCHOLARSHIP PROGRAMS

Coca Cola and Unifor sponsor 16 scholarships at NAIT and Sheridan College for females in the skilled trades apprenticeship

3 ACCESS TO GRANTS

As of 2018, the Government of Canada provides \$3K a year to support women in entering, progressing, and completing their training in Red Seal trades

4 OFFER HIGH SCHOOL INTERNSHIPS

Kyocera SGS Precision Tools has a high school internship program that pays almost double the minimum wage

CREATING A MORE INCLUSIVE WORK CULTURE

Inclusivity requires effort from people at all levels of a company. It is not just about setting and following diversity-related rules and policies, it is about embracing them and making it a part of your culture. **Here are some examples of this:**



ACCOMMODATING DIVERSE EMPLOYEES

According to one large manufacturer, women are 80% more likely to self-select themselves out of applying for a job as soon as they realize that shift work is required. Here are some examples of how companies can accommodate employees with family priorities:

FLEXIBLE WORK HOURS

ERGONOMIC WORK STATIONS

**MATERNITY / PATERNITY LEAVE
TOP-UP PROGRAMS**

Considering your company's size and capabilities, is this feasible?

How else can employees be accommodated?



THANK YOU FOR PARTICIPATING!

What are your main take-aways from this session that could make a difference at **[Your company name]** going forward?

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WOMEN IN
MANUFACTURING