

6 PIECES OF GOOD ADVICE

DIVERSE REPRESENTATION



1

Check which images you use in your marketing materials and consider who you feature in employee portraits and newsletters, what images are hanging on the walls of your company and who is invited as experts or guest speakers.

CHECK YOUR SOCIAL ACTIVITIES



2

Many workplaces offer different social activities, which is great! Keep in mind that employees benefit most when these initiatives are open to everyone and do not play on gender or other stereotypes. Therefore, be aware of dress-up themes, physical activities, availability, meals, beverages and wording when arranging social activities.

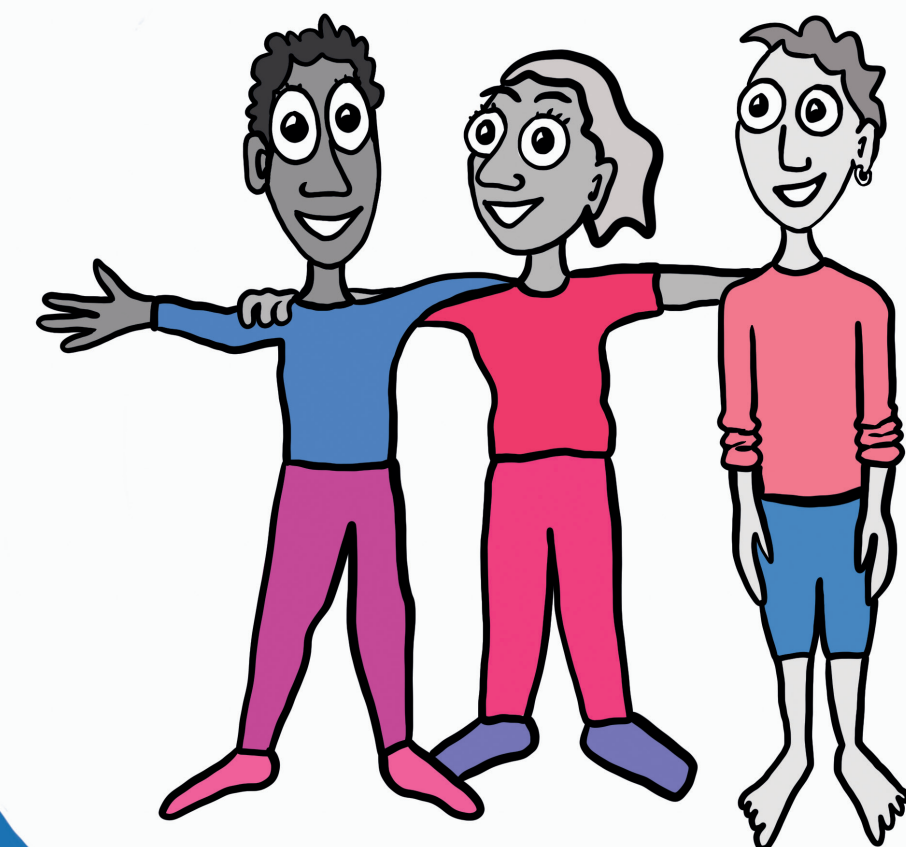
ANONYMIZE APPLICATIONS



3

Anonymize applications already in the first screening process. Personal information does not help to form a professional assessment of a candidate, but we know that it is very likely to produce bias. Information such as gender, age, family status and ethnicity can easily be removed – and be sure to remove any pictures of the candidates as well.

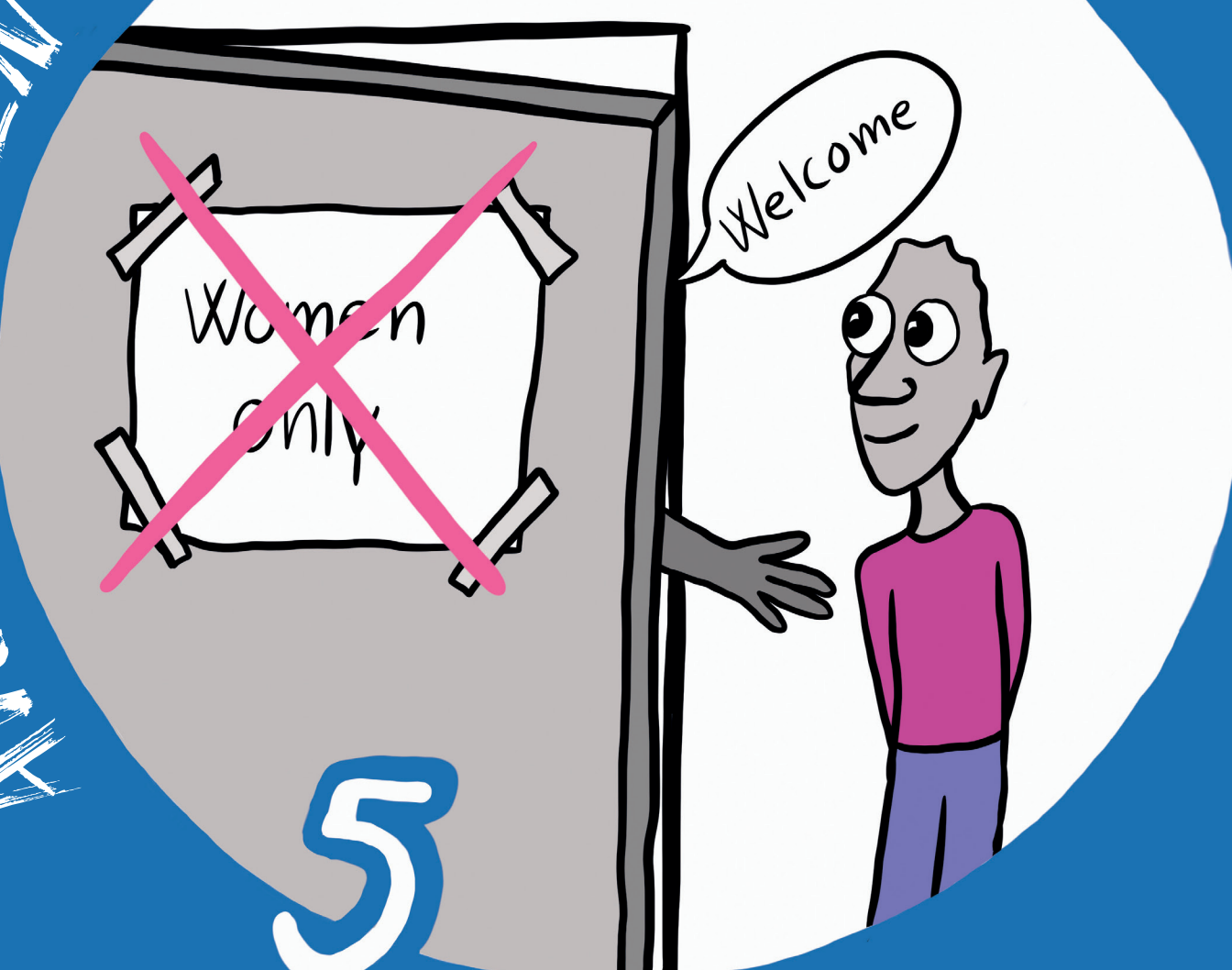
WATCH OUT FOR HOMOPHILY



4

We all tend to like those better that are similar to us, for example people with the same education, social background, nationality, age, gender, profession, etc. This is called homophily. Being similar makes communication easier, but it also leads to group think. So, to increase the quality of the decisions that are made, it is helpful to remind ourselves to be open to those who are different from us.

AVOID WOMEN-ONLY INITIATIVES



5

Offer courses, mentoring programmes and similar initiatives for everyone, but use gender quotas to ensure an equal distribution of men and women. Attending a course or having a mentor are known ways to boost careers, but if certain initiatives are reserved for women only, it easily plays into an understanding that women need special help, and thereby reinforce the bias that women cannot be leaders.

WRITE YOUR OWN

6

BECOME AWARE OF UNCONSCIOUS BIAS AT THE WORKPLACE

CBS



COPENHAGEN
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