

# WBA Manbassadors Toolkit

The Manbassador's pledge states that each Manbassador at Kellogg will "take action to support womxn in the classroom, at work, and in everyday life." In pursuit of this ideal, we have designed a toolkit in partnership with the WBA to help you uphold this part of the pledge. The following serves as a quick-access set of reminders when you find yourself in the following scenarios.

## What can I do in class (in-person and virtually)?



### Sit Next to a Womxn

Break up the "guy group" or "girl group" congregating.



### Take on the Burden

Raise your hand to lead the "administrative" tasks (meeting notes, scheduling, etc.) or ask another male-identifying classmate to!



### Direct the Conversation

Notice when a class discussion (or a Zoom breakout room discussion) is being male dominated and intentionally bring in your womxn classmates to share their opinions. Notice when your womxn classmate / coworker gets interrupted and direct the conversation back to her to finish sharing her thought.



### Give Credit Where Credit is Due

Be conscious of "he-peating" tendencies (where a male repeats an idea a womxn says without crediting her) and be sure to give credit where credit is due!

## What can I do at a social event & within my cohort?



### Call it Out

Politely and directly speak up when hear a microaggression (something offensive). While it can be psychologically difficult to do so, be humble and sincere enough to let another call you out.



### Strive for Inclusive Activities

Don't make assumptions that womxn aren't interested in 'watching the game' or a playing a round of golf...be an inclusive member of the Kellogg community and declare that everyone's welcome.



### Don't Assume, Ask

If you aren't sure how your or a group member's actions are affecting a womxn classmate, ask them.

## What can I do at work?



### Set Womxn up for Success

Assign them stretch projects, pair them with mentors and sponsors, and invest in their capability development.



### Challenge Traditional Ways

Hold senior leaders accountable for the equal hiring, pay, and promotion of womxn.



### Promote

Highlight, underscore, and scream from the mountaintops how great your womxn colleagues' work is. As a manager, hire womxn of all ethnicities. Period.



### Avoid biased language

Womxn leaders (more often than men) can be labeled in certain ways (e.g., "bossy", "difficult", "aggressive", etc.). Be careful of what terms you use.



### Take on the Burden

Lead the "transactional" tasks (meeting notes, scheduling, etc.).

## What can I do with my family & friends?



### Listen

Ask your womxn friends and your womxn significant others about their experiences and seek to understand.



### Encourage When Doubt Sets In

Be the biggest fan for your daughter's STEM dreams, your cousin's athletic goals, and your wife's "do it all" aspirations... without pushing.



### Step Up On Household Duties

It's not about keeping score, it's about taking on your fair share.