



# INTERNATIONAL MEN'S DAY

19TH NOVEMBER 2023

## Masterclass: What about men?

Understanding the impact of systemic gender barriers on men and embracing reciprocal allyship and inclusive empowerment to accelerate gender equity

**NOTE: This masterclass can be scheduled on any date throughout October and November, exclusively for your company, in celebration of International Men's Day.**

**Informative, powerful and enlightening.** I'm more empathetic about issues facing all genders. Men have a huge role to play. **I'm now a stronger supporter than ever.**

VP of Technology, Bank of America



# Masterclass: What about men?

## Empowering men as gender equity change agents

### Masterclass Overview

In a rapidly evolving world, it's crucial to recognise the unique challenges that men face in contemporary society. From paternity and mental health to workplace risks and social isolation. True gender equity can only be achieved by empowering men to become activists and allies, while acknowledging that they too are impacted by systemic gender barriers. The What About Men Masterclass,, will foster reciprocal allyship and unity among all genders in the pursuit of a more inclusive and equitable world.

#### The myths

- Men don't want a work life balance or flexibility
- Men don't want to take paternity leave
- Men's mental health is not affected by their work environments

#### The facts

- 50% of fathers reported finding it difficult to balance work and family
- 54% of men said they would like to be stay at home dads at some point
- Men are twice as likely to be declined flexible working
- Men are two-three times more likely to die from suicide

### Topics covered

#### Understanding men's evolving roles in society

Exploring positive masculinity  
Redefining paternity and family dynamics

#### Breaking stereotypes

Prioritising men's mental health  
Building social connections and safe spaces

#### Facing fears and challenges

Staying relevant in a changing world  
Overcoming the fear of making mistakes  
Removing blame and shame

#### Reciprocal allyship

Breaking down gender barriers  
Fostering activism for gender equity for all



## Who should attend?

Organisations and all genders committed to fostering an inclusive and equitable workplace. This will be a platform to share experiences, perspectives, concerns, and challenges pertaining to achieving equity conversations.

## Duration

### Option 1 - 60 minute

(Zoom)

Inspirational, impactful, interactive talk with follow up resourced and actionable takeaways.

**Starting from £1500**

### Option 3 hour

(Zoom or in person)

Practical, action focussed, dynamic session with workbook, pulse assessment and action plan.

**Starting from £3500**

*Discounts available for charities and NPO's enquire within.*

## Outcome

Participants will leave the workshop with a deeper understanding of the challenges faced by men, a renewed sense of purpose, and a commitment to reciprocal allyship as a driving force for positive change in the journey toward gender equity. Together, we can build a more equitable world where everyone thrives.

### Facilitator

**Fiona Barron**

**Founder**

**The Gender  
Equity at T-**

Fiona embarked on her career by delving into the realms of clinical psychology, positive psychology and men's mental health. With over 12 years of experience in leadership development and coaching, her style is innovative, dynamic, memorable and impactful. Fiona passionately champions gender equity for everyone, and her mission is to ensure that equity is truly inclusive across all genders.

