

BUSINESS PARTNER OPPORTUNITIES



① Fund the Movement

- Donate to A Bolder Way Forward (BWF) efforts by supporting research, curriculum development, gatherings, marketing, outreach, and more.
- Fund the BWF-focused programs and initiatives of partner organizations.
- Commit to match employee and community giving to BWF efforts.

② Do Good For Your Employees

- Adopt family-friendly and flexible benefits, pay disparity analyses, and equitable recruiting, hiring, and promotion practices.
- Set goals and put strategies in place to strengthen the representation of women in leadership at all levels.
- Create employee resource groups (ERGs) and other working groups (women and men) to consider strategies/interventions that can strengthen the impact of women in your workplace.
- Measure your impact and demonstrate how these policies are impacting your bottom line.
- Make a visible commitment to the BWF movement and follow up with action.

③ Educate Your Employees

- Educate your employees on a BWF and the challenges within each area of focus. Distribute related research, resources, and event information across your organization.
- Provide regular, research-based trainings and education that address sexism, bias, male allyship, discrimination, and other topics. Be careful and intentional about pedagogy. Look to BWF spoke areas for expertise and curriculum.
- Encourage the creation of employee working groups around various spoke and rim topics and connect them with BWF leaders and resources.
- Bring in experts and educators to inform employees about BWF areas of focus and make these seminars open to the public, when applicable.

④ Create Positive Industry Peer Pressure

- Hold peer corporations accountable to participate in collective change.
- Work cooperatively with other companies and positively pressure change in BWF focus areas.
- Create cross-company working groups that tackle BWF outcomes at an industry level.
- Challenge your industry to take bold action in advancing women and girls. Publish and share best practices with peer corporations.

⑤ Encourage Community Engagement

- Use your influence to encourage community engagement and BWF grassroots advocacy within employees, customers, investors, and community members.
- Support employee opportunities (e.g., flexible schedules, charitable giving matching, and employee and resource lending) for volunteering, advocacy, and leadership in your community, and encourage them to spread the word of the BWF in those capacities.

⑥ Engage in Policy Change

- Identify and follow public policy directly impacting BWF areas of focus. Lobby for public policy change on the local, state, and federal level.
- Inform and educate policymakers about a BWF and why the areas of focus impact Utahns.
- Encourage your employees to vote, engage in related local policy efforts, and develop meaningful relationships with their municipal and state representatives.

For more information:

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