ACTION GUIDE FOR EMPLOYERS

Helping women advance their careers

01 Make advancement criteria clear

Document readiness, milestones and promotion criteria. Offer workshops for all employees on advancement and leadership development. Ask leaders to share insights and create growth opportunities.

02 Track access to leadership

Objectively track advancement requests and proposals, then review outcomes by gender. Encourage formal and informal sponsorship for younger women to support their access to leadership.

03 Formalize sponsorship

Pair senior leaders with high-potential professionals across gender, race and background. Foster mentor relationships alongside sponsorship. Track career outcomes and hold sponsors accountable for helping employees advance.

04 Share invisible work fairly

Audit the work that often goes unrecognized and rotate responsibility. Avoid leaving women to carry the burden of declining it.

05 Address bias in career decisions

Train managers to counter gender bias in judging assertiveness. Use structured, transparent raise and promotion processes that reduce reliance on self-advocacy. Normalize asking for advancement and reward advocacy fairly.

06 Support caregivers without penalties

Offer flexible work and paid time off without career penalties. Define clear return-to-work pathways before employees need them. Normalize caregiving support for all employees, including men, to reduce stigma.

A SIMPLE TEST

Can an employee explain how advancement decisions are made?
If not, that's a gap to close.

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FOR EMPLOYERS

Women's advancement shouldn't depend on self-advocacy alone

01

Clear advancement criteria

02

Access to leadership

03

Accountable sponsorship

04

Fair distribution of Invisible work

05

Transparent decisions

06

Caregiving support

A clearer path starts with your workplace

Learn more at wipn.org

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