MARC
Men Advocating Real Change

Engineer, Nancy Paracka Grossman
World Engineers Convention
November 2019
Program mission

Committed to achieving gender equity in the workplace through the perspective and support of men.

Seek to nurture effective partnership between genders and create in-person connections to support direct actions and solutions.

www.catalyst.org
Many men around the world want to improve workplace gender equality, but don't know where to start. This can be frustrating, especially when men feel left out. What they might not realize is that gender equality benefits men, too.

We believe it's time to change the conversation. Built on years of rigorous research, MARC's programming empowers men to recognize inequality and respond through effective partnership across gender. With in-person engagements and tools to support ongoing learning, MARC provides a holistic, collaborative platform for individuals and organizations to create real change.

Why men?

- The majority of senior leaders in today’s business world are men and are thus in the best position to influence cultural and organizational change.

- Gender inequality negatively impacts
  - men’s relationships with colleagues
  - the time men spend with their families
  - men’s personal health
  - success of organizations
MARC launch

Best practices

Deploy via employee network
Executive support
Identify champions & coordinators
Send a personal invitation
Ask women to bring a man
Record event

Pilot statistics

Participants
150 (launch)
250 (teams)

30% female
70% male
40% supervisory role

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MARC program format

**Kickoff**
- Host Auditorium Style Event offsite. Include real-time polling / interactive panel discussion with executive champions

**Mid Year Check In**
- Group participants into single gender teams of 7-10
- Monthly topics for MARC Team discussions sent at the beginning of the month
- MARC Team meets and then fills out monthly survey
- Host round table meeting inviting MARC Teams to reflect on topics and share key takeaways, actions taken

**Mixed gender teams**
- Reassign participants to new mixed-gender teams
- Monthly topics for MARC Team discussions sent at the beginning of the month
- MARC Team meets and fills out monthly survey
- Celebratory event for program graduates

**Close out event**

**Program start**
- Phase 1 & 2: Build and Foster (2-5 meetings)

**Program midpoint event**
- Phase 3 & 4 Sustain and Champion (2-5 meetings)

**Program end**
MARC learning journey

Build self-awareness
Focus on identifying personal barriers to inclusion

Foster personal inclusion skills
Focus on taking action to overcome identified barriers.

Sustain a culture of inclusion
Focus on taking action to create and preserve a strong inclusion culture, moving beyond self to influence work groups.

Champion inclusion
Focus on continued actions and serve as a change agent.
MARC growth

Program launch
Houston, October 2016

2017

- Houston pilot
- Perth
- Moon Township
- Singapore
- Midland

Bay Area (San Ramon & Richmond)

Bangkok

2018

- Houston (2) Make Your MARC MARC in Action
- Covington
- Midland field pilot
- London
- Luanda
- Calgary

2019

- Guatemala
- Honduras
- El Salvador
- Pascagoula
- Pakistan
- Colombia

>3000 total participants

- 40% female
- 60% male

40% supervisory role

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19 sites deployed
Bakersfield, Bay Area, Calgary, Colombia, Covington, El Salvador, Guatemala, Honduras, Houston, London, Luanda, Midland, Moon Township, Pakistan, Pascagoula, Perth, Santa Barbara, Singapore, Bangkok

9 sites planning
Aberdeen, Bahrain, Bangladesh, China, Indonesia, Lagos, Philippines, United Arab Emirates, Washington DC
MARC impacts

+ Enhanced bonding benefit
+ Equal pay for equal work study
+ Sharing real incidents or tailoring to local content and/or issues lead to better conversations and improved team results
+ Leveraging knowledge gained from MARC to test for biases in job selections, performance ranking and opening more jobs that enable flexible working
+ Given people the tools and the courage to talk about subjects that just weren’t discussed before. It is a cultural change and we are having more talks about gender identity, race, age, etc than we would ever have felt comfortable with before.
Video: Caleb (1:43)
Video: Kim McHugh (5:06)
# Business case for MARC

## Winning in any environment!

<table>
<thead>
<tr>
<th>Talent</th>
<th>Performance</th>
<th>Innovation</th>
<th>Brand</th>
<th>Growth</th>
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<tbody>
<tr>
<td>Attract, Advance, Retain Top Talent</td>
<td>Enable each individual to contribute to his/her fullest</td>
<td>Leverage broader perspectives and ideas</td>
<td>Enhance Reputation and Relationships with the Community</td>
<td>Understand Different Markets and Customers</td>
</tr>
</tbody>
</table>

- **Talent**: The best & brightest from the broadest pools
- **Performance**: Higher satisfaction and discretionary effort
- **Innovation**: Increased productivity and creativity
- **Brand**: Better relationships with partners and governments
- **Growth**: Improved customer relationships & offerings

- Greater organizational capability
- Highly engaged employees
- Better business results
- Most admired for people, partnerships & performance
- High Performance