



## The Gender Equality Barometer©

McKinsey's 1997 report 'The War for Talent' stressed the importance of attracting, retaining and promoting both men and women in organizations. Today, the majority of senior executives see gender equality as a strategic business imperative for future business growth. In other words, we know that gender equality is important and we may know that we have a problem in our organization in terms of gender equality. So why then do we often find it so hard to actually do anything about it?

The Gender Equality Barometer© was designed to help organizations identify blockages they are experiencing relating to gender equality, promote dialog in the area and identify action that can be taken. It is a customized application of the Organizational Barometer© and derived from the theory of The Four Rooms of Change® from Swedish psychologist, Claes Janssen which was developed based on research into individual and collective self-censorship and defence mechanisms. The Four Rooms of Change is a theory that deals with change, with what happens with people and organizations in change and transition and with how they can influence the change process.

The four rooms - or psychological states of mind – are known as Contentment, Self-Censorship and Denial, Confusion and Conflict and Inspiration and Renewal.



The Gender Equality Barometer is not a traditional organizational climate survey as it does not try to describe or evaluate the levels of gender equality – or inequality - in the organization to date. Instead it is a dynamic real-time diagnosis of how people experience gender equality in the organization and their thinking around change and the need for change. Experienced problems and needs are identified and become the basis for group and organizational dialog and the creation of specific action plans which can then be implemented immediately by the people involved in the process.

The Gender Equality Barometer was developed by Claes Janssen, Bengt Lindstrom and Drusilla Copeland of Ander & Lindstrom Partners working in collaboration with UNICEF. The tool consists of 40 items and is can be used with a group of from twenty up to several hundred key players. It may only be administered by a certified facilitator who has gone through a rigorous training program and is committed to applying the tool in an ethical way. For more information on the Four Rooms of Change® theory and other related diagnostic tools, please go to [www.fourroomschange.com.au](http://www.fourroomschange.com.au) .