The Good Men Project
Diversity & Inclusion Program
Overview
The Good Men Project is the only large scale, open and Inclusive conversation about the changing roles of men in the 21st century. It is a website and multi-media platform that publishes ongoing content and holds live conversations about breaking stereotypes, reducing societal stigmas, building more diverse representations of masculinity and championing behaviors that are outside the traditional ‘man box.’ The Good Men Project has a readership averaging 2 million visits per month, with additional programs to provide deep engagement and education, including:

- Weekly Community Conference Calls on subjects like relationships, racism, sexism and environmental activism
- Online and live classes on writing, platform building, leadership
- Live storytelling events in NYC, speaking engagements nationwide
- Workshops in schools and corporations on Diversity & Inclusion, the Man Box, Consent and Gender/Racial Equality and more.
- A library of over 10,000 articles on social justice issues and why they matter more than ever.
In today’s world, there is a growing need for organizations of all kinds to build a diverse and inclusive culture. It’s both an institutional and individual issue. And most importantly, it is a leadership skill. You cannot be a leader of unless you understand the roots of systemic oppression and why it will benefit everyone to dismantle the current systems.

Creating cultural change is a long game. Diversity and inclusion is not a “box-checking” exercise. It requires focus, intentionality, and engagement across a complex set of issues. The issues run through every aspect of our educational institutions and our individual lives. We are looking to create individual change in the short term, and organizational change over time. Organizations that lead in diversity and inclusion have substantially higher profitability, productivity, and customer satisfaction and lower employee turn-over.
## Diversity & Inclusion Training: Program Offerings

<table>
<thead>
<tr>
<th>Program #1</th>
<th>Program #2</th>
<th>Program #3</th>
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<tbody>
<tr>
<td>Introduction to Key Concepts</td>
<td>Helping Your Organization Adopt Inclusion</td>
<td>Creating Organizational and Cultural Change</td>
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<tr>
<th>Audience</th>
<th>Faculty and Staff focus (with potential to include one or more presentations to students)</th>
<th>Students, Faculty and Staff</th>
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<th>Goal</th>
<th>Introduce inclusion as a foundation skill for leadership to help drive change</th>
<th>Create momentum and gravitational pull for inclusionary leadership</th>
<th>Cultural change through strategic work with D&amp;I Team</th>
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| Scope | - 1 or 2 stand-alone scalable, interactive workshops  
- Next steps and action items for allies  
- Pre and post event material and evaluation | - A series of 3 to 5 scalable, interactive workshops  
- Small groups strategy session  
- Talking points/messages for internal activation campaign  
- Follow up calls and content | - Monthly workshops for Students, Faculty and Staff  
- Strategic plan for ally network  
- Build inclusion as a pillar of leadership  
- Work directly with D&I team to amplify and inclusion efforts |
|------|-----------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------|

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<th>Timeline</th>
<th>30 Days</th>
<th>3 Months</th>
<th>1 Year</th>
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<tr>
<td>Investment</td>
<td>$3k - $5k</td>
<td>$12k-$15k</td>
<td>$50k</td>
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Workshop Sample 1

Man Box Culture: Understanding Men’s Resistance to D&I Work

A conversation for both men and women about the changing roles of men in leadership. Understanding how to leverage privilege is a necessity for future leaders.

So why are men not involved? And what can D&I Leaders do to include men in a way that they don’t take over or resist or minimize or dismiss these efforts?
Diversity & Inclusion Training: Workshops

Workshop Sample 2

How Systemic Oppression Works: Understanding Intersectionality

A deeper dive into the ways individual bias and prejudice has become codified and institutionalized.

Helps people in your organization see how everyone must work together to not just overcome individual bias but work together to cause meaningful cultural change.
Workshop Sample 3

**Actionable Allyship**

A toolkit for change.

Combines action items for those committed to making allyship a part of everyday life with interactive exercises that give participants the chance to challenge their own beliefs and put into practice all they have learned.

**Being a good ally is not easy.**
**You need to balance two things in tension:**

a) Allies need to take a back seat and listen.
b) Allies need to speak out because their voices are powerful.

Whichever you choose, you will probably do it wrong.

**Don’t “Check Your Privilege” - Use It as a Lever to Lift Others**

Use your access to bring peers from underrepresented groups into highly exclusive circles. This can be:

- Panel discussions
- High-level meetings
- Social occasions

Be actively open to feedback on how you seek to be an ally. Grow your capacities for listening and relating.

Become a person who listens---in meetings, in social situations, in challenging spaces.

Ask questions.

Listen with curiosity.

Hold uncertainty.

**Quick decision making**

Consider this: It’s easy to make a decision quickly if you aren’t worried about being sexist or racist.

When people listen to new ideas, they very quickly decide if they are for this idea or against it. Are you making that decision based on stereotypes, biases?

**Conversation**

Hey, I Just Work Here

How should an employee behave in order to ensure an inclusive workplace?

What place or comments are off limits in today’s context?

Are offenseness dead? Should they be?

What should I do if I witness something questionable in the workplace?

What could go wrong if I report?

What could go wrong if I don’t report?
Every workshop and program includes:

1) Pre-workshop consultation call to agree on goals and format.
2) Interactive components designed to create a high level of engagement.
3) Two experienced presenters.
4) Follow up PDF’s for all participants.
5) Access to The Good Men Project’s content library of thousands of posts and videos.
6) Access to weekly phone calls with The Good Men Project community on topics such as racism and sexism.
7) Follow up questionnaire.
Our workshops work to create change in 3 ways:
1) By explaining why the resistance is there and why that ultimately harms men.
2) By showing how Diversity & Inclusion is a leadership skill.
3) By educating deeply about what systemic oppression looks like and how to address it both in the moment and systemically--changing both individual bias and creating cultural change.

Our overall thesis:
1) Organizations, educational institutions, and companies all perform better with Diversity & Inclusion as a cornerstone.
2) Men (especially white men) have been culturally conditioned to believe that if they act a certain way (aka, in a dominant masculine manner known as The Man Box) they will reap the rewards of a privileged society and be able to obtain wealth and power. The Man-Box is reinforced by men who ARE in positions of wealth and power and want to stay there.
3) Overcoming this cultural conditioning is difficult. It's a lifetime of messaging -- home, school, work, media. But the leaders of the future will be people who understand systemic oppression and actively work to dismantle it.
4) The change towards more equality will ultimately benefit men, although it might not always seem like it. They will have more choices, better working environments, better relationships and equality will bring a happier, more stable world. But also --- men who want to be leaders can continue to lead.
Our Team and Experience

The Good Men Project Diversity & Inclusion Team Members Include: Lisa Hickey, CEO of Good Men Media Inc. / Publisher, The Good Men Project, Michael Kasdan Director of Special Projects, Lawyer at Wiggins & Dana, Thaddeus Howze, Group Leader, Dale Vaughn, D&I Outreach and Training, Bonita Banducci, Group Leader, Marie Roker-Jones, Former Head of Partnerships and Team Consultant

Workshops at Companies like:

Speakers at Events like:

Presentations / Workshops at Colleges and Universities including:
Stanford, NYU School of Law, MIT Sloan School of Business, Ithaca College, Lafayette College, Emerson College, Babson College MBA Program, Seton Hall Law School, Loyola Marymount, Fordham, Southern Methodist University, NYU Medical School, Columbia Technology Ventures, and more.

Film, Television and Radio:
“Nevertheless” – documentary about #MeToo movement, BBC World, CNN Live, CNN Headline News, Al Jazeera, CNBC, Huff Post Live, BoldTV (Panelist for segment on Men and the Changing World of Sexual Allegations and Sexual Consent), CBS New Radio, CBC (Talking to Kids About Sexual Abuse and Rape Culture), and more.
About Us
“We’re having a conversation about the changing roles of men in the 21st century. Care to join us?”
Who We Are

- **The Good Men Project** is changing the conversation about men with a deeply engaged, passionate, articulate, and vibrant community.

- We’ve built a vast library of over 100,000 pieces of engaging original content written by more than **7,500 contributors**.

- We are truly facilitating **the conversation no one else is having**—no one else is looking at the way men and their roles in society are evolving.

- We are a **participatory media company**—as our community grows, it actively participates in creating, distributing, growing, and talking about the larger conversation in a multitude of ways. This structure makes us completely different from media companies that simply produce content for consumption.
Traffic and Engagement

Unique visitors per month
2.2 million

Pageviews per month
5 million

Engagement Metrics

Average time on site: 12 minutes

Pages per visit: 2.1

Returning Visitors: 42%

Total Pageviews Since Launch: 500+ Million
Social Media / Engagement

**Facebook**
1 million+ fans
1 main page,
5 subject pages, 10 groups

**Twitter**
195,000 followers
[Twitter chats get 3 million impressions and deep engagement]

**YouTube**
2,000 subscribers
100+ videos

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The Good Men Project has **LIVE CALLS** every weekday. **Talk to you soon!**

- **Love, Sex, & Relationships**
  Mondays at 9pm EST
- **#StopSexism**
  Mondays at 7:30pm EST
- **The Writer’s Hour**
  Tuesdays at 3pm EST
- **#StopRacism**
  Tuesdays at 8pm EST
- **Disposability of Men/CTE**
  Tuesdays at 9pm EST
- **Call w/ the Publisher**
  Fridays at 3pm EST
- **Human Rights**
  Wednesdays at 4pm EST
- **Environmental Activism**
  Thursdays at 9pm EST
- **Masculinity Detox**
  Thursdays at 9pm EST
- **Connect the Dots**
  Thursdays at 8pm EST
- **Mental Health & Wellness**
  Thursdays at 9pm EST

PLATINUM Membership grants you access to ALL of these social interest groups and classes!

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**Email**
45,000 Subscribers

**Calls with the Community**
7-10 calls per week.
Library of recordings.
Members only.

**Commenting & Profiles on Site**
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