

**THE  
GOOD  
MEN  
PROJECT**

**The Good Men Project**  
**Diversity & Inclusion Program**  
**Overview**

# Overview



**The Good Men Project** is the only large scale, open and Inclusive conversation about the changing roles of men in the 21<sup>st</sup> 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.

**3 Takeaways**

- 1) Why this conversation is important
- 2) Why we are looking at it through the lens of the changing roles of men in the 21st century
- 3) A tool-box for change

Confidential and Proprietary Good Men Media Inc.

3

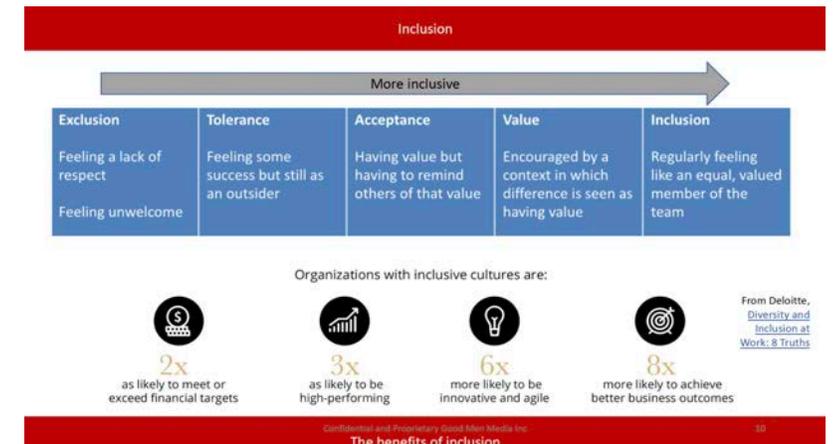
The graphic is set against a solid red background. On the left is a large, stylized number '3' made of glowing yellow light bulbs. To its right, the word 'Takeaways' is written in a large, bold, white sans-serif font. Below this, three numbered points are listed in a smaller white font. At the bottom of the graphic, there is a line of very small white text that reads 'Confidential and Proprietary Good Men Media Inc.' and a small white number '3' in the bottom right corner.

# Diversity & Inclusion Training



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.**



**96% vs. 30%**

According to the Harvard Business Review - "when men are deliberately engaged in gender inclusion programs, **96% of organizations see progress** – compared to only 30% of organizations where men are not engaged."

# Diversity & Inclusion Training: Program Offerings



	Program #1 Introduction to Key Concepts	Program #2 Helping Your Organization Adopt Inclusion	Program #3 Creating Organizational and Cultural Change
<b>Audience</b>	Students	Faculty and Staff focus (with potential to include one or more presentations to students)	Students, Faculty and Staff
<b>Goal</b>	Introduce inclusion as a foundation skill for leadership to help drive change	Create momentum and gravitational pull for inclusionary leadership	Cultural change through strategic work with D&I Team
<b>Scope</b>	-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
<b>Timeline</b>	30 Days	3 Months	1 Year
<b>Investment</b>	\$3k - \$5k	\$12k-\$15k	\$50k

# Diversity & Inclusion Training: Workshops



## 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?*



### Why Don't Men Engage? (Part 2)

- The media often present these efforts as a zero-sum game, and men may feel they will lose important privileges if they engage.
- Some men feel alienated by the rhetoric and/or approach of these efforts.
- The economic and political system rewards competition over cooperation.
- Some men think there isn't a major problem that needs to be addressed, or don't understand why diversity and inclusion are important.
- Some men don't know their place in the movement or how to get involved.
- Some men don't think it's "their" problem because they are "good guys."
- Some men engaged before and did not feel their efforts were effective and/or appreciated.
- The scope of the problem is too complex and overwhelming.
- Some men feel guilty for their privileges and hide behind a veil of (willful) ignorance.
- Some men are struggling to put food on the table and don't have the bandwidth for anything that doesn't meet an immediate need.



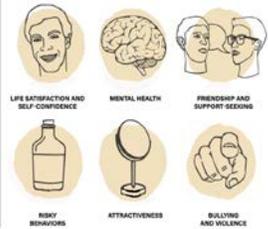
Confidential and Proprietary Good Men Media Inc. 23

### The Man Box Causes Actual, Quantifiable Harm - To Men.

Research by ProMundo concludes: The Man Box, a set of socially reinforced rules about what "real men" should do, is alive and well.

The harmful effects of the Man Box are severe, real, and troubling. Men who adhere to the rules of the Man Box are more likely to put their health and well-being at risk, to cut themselves off from friendships, to resist seeking help, and to experience depression. Men in the Man Box are more likely to have used violence against other men – verbally, physical, and online – and to have sexually harassed women. They are more likely to engage in risky behaviors, and less likely to have close relationships and friendships.

- ProMundo



Confidential and Proprietary Good Men Media Inc. 28

### Conversation: The Boys Club

(To the men in the room): Please reflect on and share a moment where you were among men and heard or saw something objectionable.

Did you speak up? How did it go?  
If not, why not?  
Do you think this would have happened if others (women, etc.) were present? Why?  
(To everyone): Is there anything that surprises you about these stories?

Confidential and Proprietary Good Men Media Inc. 29

# 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.

Taking a knee to protest police brutality

Holidays

The American Dream

Confederate flags and statues

Representation

*The normalization of racism in America occurs everywhere.*

### The Thomas Meyer Memo

When asked to “evaluate the writing competencies of young attorneys” – there was a marked difference between these two Thomas Meyer’s.

<b>Name:</b> Thomas Meyer	<b>Name:</b> Thomas Meyer
<b>Seniority:</b> 3rd Year Associate	<b>Seniority:</b> 3rd Year Associate
<b>Alma Mater:</b> NYU Law School	<b>Alma Mater:</b> NYU Law School
<b>Race/Ethnicity:</b> African American	<b>Race/Ethnicity:</b> Caucasian

### “Statistical Impossibility”

*“The majority of people that I’ve hired, if I’m being honest, have similar backgrounds as me and look a lot like me.”*

**Theo Epstein**  
Chicago Cubs President of Baseball Operations.  
During his tenure, the number of teams run by Ivy Leaguers grew from 3% in 2001 to 43% in 2020.

**Farhan Zaidi**, a 43-year-old Muslim Canadian American with Pakistani roots and a degree from MIT.

*From ESPN, 6/30/20*

### “A particular brand of institutionalized sexism.”

Where men act as if women are overreacting, as if women simply setting boundaries is “cramping their style” and “emasculating” them, as if the rules of respecting women are super-confusing, so confusing that they’re supposedly forcing men not to interact with women altogether.

35

# Diversity & Inclusion Training: Workshops

## 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.



**FROM THE TOOLBOX**

### 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 that idea or against it. Are you making that decision based on stereotypes / biases?

### 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.



**FROM THE TOOLBOX**

**Conversation**

### Hey, I Just Work Here

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

- What jokes or comments are off-limits in today's context?
- Are office romances 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?

Confidential and Proprietary Good Men Media Inc. 57

# In Every Program & Workshop



## 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.



# In Every Program & Workshop



## 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.



## Wrap Up Points

- 1) Everything we have spoken about today can impact culture.
- 2) **Culture = Collective Regard + Social Norms**  
What do we accept/reject/tolerate/allow?  
What do we value?
- 3) This is the new model of leadership. Leaders create cultures.

# 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:**

Unilever, Ancestry.com, Price Waterhouse Cooper, Genentech, A&E, Gallo, Telstra, Teva Pharmaceuticals, Kaiser Permanente, Walgreens, Southwest Airlines, and more.

## **Speakers at Events like:**

American Lawyer Media, SHRM – Diversity and Inclusion, Los Angeles Diversity Council The Better Man Conference (2015-2019), Women In Tech International summit (2015-2020), AMSA Men and Masculinities Conference, Dad 2.0 Conference Keynote Speaker, Men’s Center of Philadelphia, Innovate Pasadena, Hollywood Premiere of the movie “Welcome to the Men’s Group”, The Good Men Project LIVE! Storytelling Event, and more.

## **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**

**THE  
GOOD  
MIND  
PROJECT**

*The conversation no one else is having.®*

**“We’re having a  
conversation about the  
changing roles of men  
in the 21<sup>st</sup> 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



## Email

45,000  
Subscribers



## Calls with the Community

7-10 calls per week.  
Library of recordings.  
Members only.



## Commenting & Profiles on Site



**Contact:**

Lisa Hickey  
CEO , Good Men Media Inc.  
Publisher, The Good Men Project  
lisa@goodmenproject.com  
617-513-5806

Mike Kasdan  
Director of Special Projects,  
The Good Men Project  
mkasdan@gmail.com  
917-370-2998

