

Consulting Services to Move the Needle Toward Gender Parity

Carol Frohlinger, President of Negotiating Women, Inc., will work with your organization to support leaders committed to making systemic change. She'll collaborate with you to identify factors and attitudes that impact the recruitment, retention, and advancement of women in your organization. Then she'll work with you to develop solutions tailored to your specific organizational needs.

Consulting services consist of a three-step process:

#1. Conduct Inquiry

Data can be gathered in any or all of the following ways:

- **Diagnostic Surveys**

Administering a proprietary research-based diagnostic survey will surface cultural issues.

Alternatively, data your organization has already gathered can serve as a baseline for success metrics.

- **Focus Groups**

Carol uses a “balanced feedback” approach to conduct focus groups.

- **Purpose:**

- ✓ Gather data to support the business case
- ✓ Increase the understanding of issues that impact the success of women in your organization
- ✓ Explore ways to strengthen the professional development of women—including sponsorships and other support networks

- **Method:**

Questions will elicit information in two broad categories:

- ✓ What's working well now and why?
 - ❖ *At an individual level, e.g., why do you like working at ABC Firm?*
 - ❖ *At an organizational level, e.g. what elements of the ABC Firm's culture support women?*
- ✓ What needs to be changed and how?
 - ❖ *At an individual level, e.g., what do you need to do to be more successful at ABC Firm?*
 - ❖ *At an organizational level, e.g. are there elements of the ABC Firm's culture that make it more challenging for women?*

In Carol's experience, using this “balanced feedback” approach in a rigorous (yet humorous) way keeps the focus groups on track and positive. At the same time, this approach yields the information sought rather than complaints.



- **Interviews**

Carol recommends supplementing the data gathered during the focus groups with interviews. Interviews (about 30 minutes each) with senior women as well as selected leaders are helpful, as senior people often prefer the confidentiality they provide. These conversations can be conducted either in person or by telephone. Interviews will focus on understanding the business challenges, as well as the benefits that ABC Firm will enjoy as a result of this effort from the interviewee's perspective. With senior women, we also spend time eliciting their perspectives on why they have been successful at ABC Firm.

#2. Report Findings

Carol will deliver a Report of Findings and Recommendations, analyzing results from the data gathering and providing specific —and practical — recommendations.

#3. Provide Ongoing Support

Carol will provide ongoing support to the extent that it is useful for the organization to maintain its momentum.

- **Deliverables:**

- Communication Plans including:
 - ✓ Sample Focus Group invitation
 - ✓ Sample Interview Requests
- Focus Group Guides
- Interview Guides
- *Report of Findings and Recommendations*—analyzing results from the focus groups and interviews and discussing themes and patterns uncovered along with suggested action steps.

Please contact Carol Frohlinger, President of Negotiating Women, Inc., to learn more about how these sessions can be customized to meet the needs of your organization. Reach her by phone at (866) 616-9804 or by email: carol@negotiatingwomen.com.