

Barbershop Toolbox

Tool #03

March 2017





What Makes a Man – Staff Workshop

Topic 1: What is Gender?

This workshop is based on Promundo's Program H, as adapted by the Lebanon-based non-profit ABAAD in its publication Programme Ra. The version below has been slightly altered to suit a wider audience.

Goal

After this workshop the participants should understand the difference between the terms "sex" and "gender". They should also have a clearer idea about gender stereotypes in their culture and the different ways men and women are expected to behave.

Required for this session

Facilitator, discussion leaders, space that allows for multiple groups working simultaneously, flipchart (board), and marker.

Timeframe

1 hour



Guidelines for organizers

When defining the terms “man” and “woman”, it’s important that all participants understand the basic terminology and use these terms in the same way. Begin the session by clarifying how these terms are used, as outlined in **Getting Started**. It would also be wise to go through the possible derogatory terms some participants might use to express their thoughts and how best to tackle it with the group.

Start the session by giving a brief introduction to the benefits of gender equality and the goal of this session. For facts and inspiration, see **Resources** below. Explain that part of the discussion will take place in groups and that each table has a discussion leader who will ask the questions and manage time.

Process

Draw two columns on the board. In the first one, write “Man” and in the second write “Woman”.

Ask the participants to list words/characteristics which relate to “Man”, and write their answers on the board immediately. The answers might be positive or negative. Help the participants to name and take into consideration the social and physiological characteristics of “Man”.

Repeat these steps for the “Woman” column.

Go through the words in each column.

Switch the titles of the columns: “Man” becomes “Woman”, and vice-versa.

Ask the participants if the answers under “Man” still apply to “Woman”, and vice-versa.

Divide the participants into groups and use the questions below to facilitate a discussion on which characteristics the participants think don’t apply to both men and women equally, and why. Explain that biological/physiological differences are “sex” characteristics, and the social ones are “gender” characteristics.

MAN	WOMAN



Questions for discussion

What does it mean to be a man?

What does it mean to be a woman?

Do you think that men and women are raised the same way?

How would you describe men's role in intimate relations? What about the role of women?

Is our perception of gender roles affected by our family members and friends? How?

Does the media affect gender roles? If yes, in what ways? How does the media present women? How does it present men?

Do you think that these differences in men's and women's roles create inequality and discrimination? If so, how and to whom?

How do these differences affect our relationships with our partner and family?

How can you, in your personal life, challenge some of the different behaviours that are anticipated from men? How can you challenge some of the different behaviours that are anticipated from women?

How can you contribute to achieving gender equality professionally?



Closing remarks

Throughout our lives, we receive direct or subtle pressures from family, friends and the media about how we are expected to behave as men, and how to treat women and other men. It is important to recognize that many of the roles and norms we assign to women or men are created by society and not related to any biological factors. They are part of the societal structures that sustain discrimination against women and girls and grant privileges to men and boys, while also reducing the freedom to everyone. Becoming aware of the negative consequences that these stereotypes can have in our professional and private life is an important first step. Be critical and challenge these stereotypes when you encounter them in daily life or in your community.

Becoming an agent of change

Make the commitment at HeForShe

Encourage participants to take the HeForShe and PwC's interactive 35 minute online course **Building Gender IQ** on the benefits of gender equality and why it matters.

Organize follow-up meetings to discuss ways to implement the suggestions and recommendations that came up during the group work.

Organize a follow-up **workshop** with staff, utilizing another workshop session provided in this toolbox.

Encourage leadership to increase their commitment to gender equitable practices by organizing one of the **Leadership sessions** in this toolbox.

Start a working group dedicated to identifying and implementing more gender equitable practices.

Establish gender sensitization training initiatives and gender equality initiatives.

Graft the theme of gender equality onto major corporate conferences, events and meetings.

Resources

ABAAD and Promundo, Programme Ra

Institute of Development Studies, Men, Boys and Gender Equality

Promundo, Program H

United Nations Population Fund (UNFPA), Mobilising Men in Practice: Challenging sexual and gender-based violence in institutional settings (Institute of Development Studies, Brighton, UK)