

# Are you “He For She?”

## Actions for men

*The United Nations’ HeForShe campaign invites men and boys to build on the women’s movement as equal partners in crafting and implementing a shared vision of gender equality that will benefit everyone. When men and women work together, everyone wins.*

*As a founding IMPACT partner of HeForShe, PwC will collaborate with leading companies, heads-of-state, and universities to facilitate actions that recognize the crucial role of men as partners for women’s empowerment and advancement.*

### **Here are a few things men can do to support these efforts:**

#### *Ask questions and listen*

Educate yourself. Ask women about their experiences and listen to what is different.

#### *Expand your network*

Do most people in your circle look like you? Include women in your network to expand your perspective.

#### *Acknowledge blindspots*

We all have them — do you know yours? Challenge assumptions about the roles of men and women.

#### *Advocate for inclusion*

Speak up for men and women “leaning in” together and make sure everyone is equally heard.

#### *Join HeForShe.org*

Make a public pledge for equality. Ask others to do the same.



**For more info, go online**

[heforshe.org](http://heforshe.org)  
[pwc.com/inclusion](http://pwc.com/inclusion)  
[pwc.com/aspire](http://pwc.com/aspire)

