



Gender Code Ally

Have you been tasked with creating a more diverse and inclusive workforce by attracting, retaining, and developing women, but aren't sure where or how to start tackling this complex task?

In the era of the Great Realignment, retention is emerging as a business-critical issue. A 2022 survey by Price Waterhouse Cooper (PWC) shows that 38% of Australian workers plan to leave their job in the next 12 months, but 48% of business leaders have no plans to take action.

A key issue is the disparity between [what workers want, and what senior leaders think they want](#). And unless you can find a way to address this big issue, your current problems will continue:

1. Talented women are leaving

It's hard to be an employer of choice when talented women are leaving your company. Plus, it [costs you up to 1/3 of their salary](#) to replace them.

2. For those who stay, your current DE&I efforts are falling short

The unconscious and conscious bias and a lack of gender balance in your organisation women won't put their hand up for senior leadership roles. Or if they do, they may be being overlooked.

3. Without real support, your current programs, policies and benefits are failing

And with a company full of DE&I fatigue and no specific role in that area, it's hard to develop initiatives that will hit your diversity targets.

4. Poor awareness of unconscious and conscious gender bias is a hidden barrier

If there's a 'boys club' culture in your organisation it affects your culture and all stages of the employee life-cycle. This leads to resignations, brand damage, certification risk and loss of customers.

5. With a 'tick the box' approach to DE&I, you can't enable cultural behaviour shifts

It's hard to have an impact when you feel excluded or isolated by disengaged leaders. You're concerned about this as a systemic issue that is holding back all women in your organisation.

You want to do a good job of DE&I to build internal advocacy and change. But you're also feeling overwhelmed with pressure from above and your other responsibilities. You wish you had a subject matter expert to help develop a business case, policies and programs that will meet critical targets.

How I Can Help

It often takes an someone from outside your organisation to help you define your challenges and opportunities. This is where I come in, as your **Gender Code Ally**.

Yes, I have 'been there', but my main value is that I have researched the problems, causes and solutions to navigate the current Gender challenges in a 2-year grounded theory project interviewing over 50 women leaders. This resulted in my book, [*Breaking the Gender Code: How women can use what they already have to get what they actually want*](#).

With this experience, I am equipped to help you develop, explore and shape the DE&I strategy, policies, programs and campaigns that truly add value while meeting your critical business KPI's and targets. Through the Gender Code Ally programme, I will help you with:

1. **Ensuring you're on top of your strategic deliverables**, drawing on my qualitative and quantitative expertise and broader view of the DE&I world that's relevant to you, your business and your unique context. I've got your back.
2. **Developing, establishing and implementing DE&I projects** (any size) to meet your needs in a step-by-step process. I'll help you to identify and complete tasks you don't have the time or expertise to pull together, and you will build your skills and capabilities in this emerging area.
3. **Stress testing and informing your ideas and programmes** based on the best practices, wins and lessons of other companies I have worked with. You'll feel confident in the approach that you will ultimately deliver to your organisation.
4. **Supporting you to present to opinion-leaders, decision-makers and boards**. I'll assist with your presentation and warming up the audience if required so you feel confident and composed.
5. **Planning, implementing, and navigating** the journey as it unfolds, so you have qualified backing to deal with the invariable challenges that pop up.
6. **Avoiding costly delays and obstacles** that could derail your strategic objectives and personal KPIs. My deep expertise and knowledge are valuable here.

With an unvarnished, non-judgemental approach, I will help you shift from feeling frustrated and exhausted to feeling supported and energised, so you can focus on meeting strategic objectives and adding the most value possible.

You will build the confidence and energy required to express ideas and drive initiatives and programs that have a positive impact.

I have a track record of supporting professionals just like you in high pressure roles to highlight your brilliance, reduce the pressure and take your role and your life to the next level.

And the result?

You and the progressive leaders in your organisation will create a diverse and inclusive workforce where everyone feels they belong. With the right strategic plans and DE&I programs in place, you will empower your organisation to:

1. **Engage** more women in senior leadership roles and recruitment pipelines
2. **Retain** and engage the loyal, productive women you already have
3. **Develop** and **promote** women with potential
4. Develop a **culture of advocacy** for diversity, equity, inclusion and **belonging**
5. Become an employer of choice that **authentically** attracts the right women at the right time

Your 6-month Gender Code Ally programme

My experience has shown that these and many other positive results require a 6-month commitment, where we partner in a structured and proven engagement known as the **Gender Code Ally** programme.

Six months gives us enough time to work through the important DE&I strategy, initiatives, programs and presentations that we prioritise based on your initial goals.

This is also enough time for you to start to see results and for you to **build your DE&I data bank** so you can decide if you want to continue investing in my help or move on to become self-sufficient in delivering your DE&I objectives.

What's included

Each Gender Code Ally programme/engagement is different and I create a bespoke solution to suit your specific needs. This could include and not limited to:

- Two 90-minute strategy sessions per month (Zoom or in-person) to guide and co-design your strategy, policies and campaigns in a consultative manner, following the CODE process.
- Providing further resources on each topic we cover.
- Curating content for your specific circumstances, so we ensure you meet your goals and are equipped to meet your personal and professional targets.
- My unwavering one-to-one support. I 'stand by your side' throughout and answer questions, concerns and challenges by email in a timely way in between strategy sessions so you are fully supported to design, develop and implement your strategies, campaigns and programs and troubleshoot along the way.
- We can also jump on ad hoc calls throughout the time we work together to keep you moving forward.

Let's have a conversation

Call or DM me: 0423637580

Email: danielle@codeconversations.com.au

To schedule a 30-minute conversation

[Media](#)

[Website](#)

The Investment

The cost of this Expert Ally engagement is \$2,500 - \$3,500 AUD per month

What my clients say about working with me

“How great is this partnership! Thank you, Danielle, for taking the time to understand our organisation, helping us put strategies in place to help make Harris HMC a better place to work and improving female representation. And yes, it takes commitment - we have that in spades!”

Denise Nezis, Group People & Culture Manager, Harris HMC

“The insights from your research and your counsel have been invaluable in helping us not only define the event itself, but in thinking about what helps and hinders our approach, always with outcomes and impact at the forefront of your guidance. It was a pleasure to have you host our Women in Leadership event.”

Carly Little, General Manager, People, Safety & Sustainability Workwear Group

“Danielle Dobson is an authentic, inspiring and talented leader, speaker and facilitator who exhibits the qualities of a true change agent. Her intellect, communication style and insights influence teams and individuals who have the opportunity to hear her speak, or who participate in her powerful programs.

Danielle’s passion is driven by her deeply held values, skills and expertise in finance, research, interpersonal relationships, coaching and speaking. She has a unique ability to educate and empower others to challenge the status quo and join forces to analyse, understand, design and build diverse, inclusive and high performing workplaces (with results reflected in RoI).

I have had the opportunity to collaborate with Danielle, and encourage any executive, organisation, leadership team or leading brand to engage her to help achieve their most important goals relating to people and success.

Danielle’s impact lies in her ability to help unlock aspects of culture, organisation design and team performance, supporting the achievement of transformation objectives. She engages the most powerful conversations and processes that motivate positive change.

Whether you are looking for an online or onsite facilitator, workshop presenter, consultant or passionate speaker, I highly recommend Danielle. She is a delightful, humble and talented professional.”

Lyn Hawkins, Managing Director at Business Women Australia

“Danielle’s knowledge, professionalism, enthusiasm and clear commitment to her clients and business partners is exemplary. Highly ethical, her work demonstrates an ability to truly listen to clients, respond with compassion, insight, creativity and a wealth of life experience. Simply, Danielle empowers women to understand, support and drive themselves, by identifying and using each person’s individual strengths and dreams.”

Sally Stevenson AM, General Manager, Illawarra Women’s Health Centre