



ASK INSIGHTS

Diversity, Equity & Inclusion Consultants

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DEI INSIGHTS

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Monthly Newsletter

INTERNATIONAL MEN'S DAY EDITION



Breaking Stereotypes, Building Tomorrow Through Allyship!

We extend our warmest wishes to all our valued partners on International Men's Day.

As we celebrate the positive contributions of men in society, let's focus on creating inclusive workplaces that support mental health, work-life balance, and allyship.

Here's our inaugural edition of DEI Insights, packed with the latest updates and valuable articles to guide you in your DEI journey.

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About Us

Unlock Potential through Diversity!

In today's world, embracing Diversity, Equity, and Inclusion isn't just a good practice—it's essential for success! Companies with strong DEI initiatives see enhanced innovation, better employee engagement, and improved market reach.

Pioneers of D&I in India!

For 16 years, we've been driving transformational change in corporate environments through pioneering DEI solutions. Our team of experts utilizes advanced tools for deep learning across various dimensions..

The Global team of experts at Ask Insights provides end-to-end solutions covering DEI Organizational Strategy, Audits, policies, Data Analytics and Research, DEI Benchmarking Assessments, Gender Intelligence, Disability Positive, Generational, Cultural, LGBTQIA+ Inclusion, Unconscious Biases, Inclusive Leadership, and Women Leadership in the field of Diversity Equity Inclusion. Our DEI solutions & interventions are one of a kind and have brought authentic transformation in several leading organizations.

Our Leaders

Founder & CEO

Padma Shri
Dr. Niru
Kumar



India's Foremost Diversity Thought Leader!

An exceptional individual and a national icon, **Dr. Niru Kumar**, has been championing diversity causes across India for more than a decade and a half.

[Learn About Her](#)

Executive Director

Dr. Akshay
Kumar

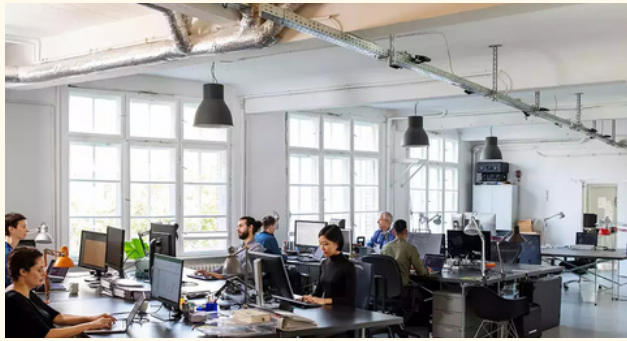


Psychology's Voice in Global Change

World-renowned psychologist Dr. Akshay Kumar leads mental health innovation, blending academic excellence with corporate consulting to transform organizations.

[Learn About Him](#)

Latest in DEI: Gen Z doesn't compromise



As per a latest survey, younger employees would be willing to shift if gender pay-gap and DEI is not addressed in organisations.

[Discover More](#)

Featured Article

Celebrating Positive Male Role Models on International Men's Day: A Blueprint for Indian Workplaces

International Men's Day on November 19 is an invitation to honor the importance of positive male role models and allies, focusing on a more inclusive approach to workplace culture that supports growth and wellbeing of all genders alike. While conversations around gender inclusion have gained momentum, celebrating the contributions of men and addressing their unique challenges creates a healthier, more supportive, and more welcoming work environment for all.

Why This Matters in Indian Workplaces

In India, corporate culture has often favored traditional leadership models, emphasizing relentless work ethic over flexibility and wellbeing. However, shifting towards a more inclusive approach can help organizations retain talent, especially as younger generations increasingly prioritize work-life balance and mental health.

A LinkedIn study highlighted that nearly 66% of employees are willing to take a pay cut for better work-life balance, underscoring the need for Indian workplaces to create a supportive environment for men as they redefine their roles and responsibilities.

Here are six impactful ways workplaces can honor International Men's Day, support male employees, and create a culture of inclusion and collaboration –

Address Work-Life Balance

Indian workplaces often believe employees (especially men) to prioritize work over personal life. By promoting work-life balance, companies can help break the stereotype that men must sacrifice personal time for career success. Flexibility in working hours, remote work options, and respecting boundaries around personal time allow male employees to better manage their personal and professional lives. Studies reveal that 78% of employees in India struggle with work-life balance, leading to burnout and stress. Providing the right support can improve morale and reduce turnover.

Encourage Self-Care for Men

In traditional settings, men are many times discouraged from openly discussing mental health or taking time for self-care, as this can be viewed as a sign of weakness. Workplaces that promote self-care empower men to engage in activities that benefit their mental and physical health without feeling stigmatized. Self-care initiatives, such as wellness programs, mental health days, or counseling support, can help male employees feel more balanced and reduce burnout.

Inclusive Leadership Culture

Leadership is shifting towards a more empathetic and inclusive approach, and male leaders can model this by practicing emotional intelligence, allyship, and vulnerability. By embracing this shift, male leaders can set examples for their teams, reinforcing that asking for help, showing empathy, and being open about personal struggles are not only acceptable but valued traits.

A Gallup study found that employees with empathetic leaders are 86% more likely to stay at their current jobs, underscoring the importance of positive male role models at the leadership level.

Encourage Paid Parental Leave for Fathers

Paid parental leave is essential to building an equitable culture where men can actively participate in family life. Despite India's progress in maternity leave policies, paternity leave remains an area with significant room for improvement. Companies can normalize parental leave for fathers, enabling them to take time off without fear of judgment. In countries with progressive paternity leave policies, studies have shown that involved fathers lead to healthier family dynamics and more equitable division of household responsibilities, ultimately benefiting both families and workplaces.

Deloitte has recently introduced Equal Paid Paternal leave in the UK which will soon become a widely accepted norm in India and other countries as well.

Challenge Stereotypes and Stigma

Stereotypes surrounding masculinity can prevent men from fully engaging in inclusive cultures. Initiatives that address these stereotypes and educate employees on gender roles can create a space where men feel comfortable embracing diverse identities. Internal workshops, awareness programs, and open discussions on topics like mental health, caregiving, and self-care help debunk myths that men must always be tough or stoic. This change in perception can lead to healthier workplace dynamics and improve male employees' engagement and productivity.

Creating Lasting Impact

Celebrating International Men's Day isn't just about acknowledging men's contributions; it's about creating a space where men are empowered to grow, reflect, and contribute without the weight of outdated expectations. Valuing work-life balance, self-care, and diverse expressions of masculinity, Indian workplaces can set a new standard for inclusivity. This change not only benefits men but contributes to a supportive, empathetic culture that elevates everyone.

The Value of Positive Male Role Models in the Workplace

Positive male role models inspire balanced leadership that challenges conventional notions of masculinity. They help dismantle stereotypes and promote inclusive cultures where men feel empowered to embrace work-life balance, prioritize self-care, and support others. Data supports the profound impact of male role models: studies show that workplaces with empathetic, collaborative male leaders report higher employee satisfaction, productivity, and retention. Such leaders encourage an environment where everyone, regardless of their gender, feels valued and motivated to excel.

As we move forward, let's recognize the power of allyship and positive male role models and their potential to create a workplace culture where every individual can be their best selves!

Happy International Men's Day!

Client of the Month: Mahindra Group



"Inclusion is now basic hygiene for us."

In partnership with Ask Insights, Mahindra's leadership team embarked on a high-impact journey toward inclusive leadership. Through engaging focus groups, 360-degree assessments, and interactive workshops, leaders gained deep insights into their own biases and the power of diversity.

Over a **five-month leadership journey**, they developed as allies, understanding that valuing diversity isn't just a checkbox—it's a driving force for innovation and growth. Most leaders in one-on-one communications have shared that this journey has been an eye-opener, and they now recognize that valuing diversity is basic hygiene, while leveraging diverse perspectives is key to increased **innovation, performance, and profitability**.

With plans to expand this initiative to the entire group in 2025, Mahindra is setting the stage for a more inclusive future.

Upcoming Event: CHRO Roundtable on Wellness

We cordially invite you to

CHRO ROUNDTABLE

Wellness for your diverse teams

Best practices and cutting edge industry analytics to elevate
your inclusion strategy ●



For too long, 'DEI' and 'Wellness' have been treated as separate initiatives. It's time to bring them together. Ask Insights boasts 30 years of experience in Holistic Health and Medical Expertise, along with 16 years in DEI. We have the insights you need.

Join us on World Disability Day, December 3, 2024, as leading HR professionals come together to redefine inclusion for diverse teams.

Don't miss this important conversation—contact us now!

Contact Information:

- To connect with DEI experts, email: mansi.sharma@askinsights.com
- For CHRO Roundtable inquiries, email: poorvi.sarin@askinsights.com

“Women need to be understood, and so do men!
That's the spirit of **Gender Intelligence**”

— Dr. Niru Kumar

Let November be the month when all
Women deeply listen and understand the
concerns & aspirations of **Men**

Warm Regards,
The Ask Insights Team