



In Good
Company



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**ADVANCING
GENDER
EQUITY IN THE
WORKPLACE**



We are four national and international non-profit organizations advancing gender equity.



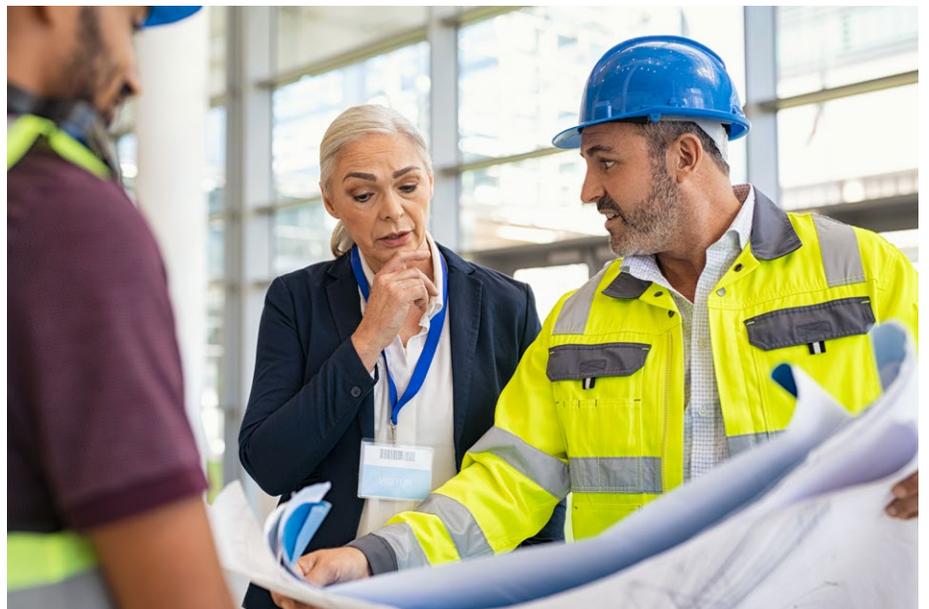
In 2017, the RBC Foundation brought Canadian Women's Foundation, Catalyst Canada, Plan International Canada, and YWCA Canada together to explore common interests. The In Good Company (IGC) collaborative project emerged from these discussions.

We each work with women and girls on their journey to economic empowerment: preparing women and gender diverse people for the workforce; empowering girls and young women through leadership opportunities; and advancing women in corporate leadership.

OUR VISION

A world where women and gender-diverse people can lead in any field; experience a positive, harassment-free environment; and are supported in their livelihood goals and career aspirations.

A growing number of diverse women will take up leadership positions as more companies effectively implement progressive DEI policies and practices and champion others in their field to do the same. We want to help make this happen.



OUR AIM

To create lasting solutions by working with key corporate and industry stakeholders. We work to reduce the barriers women and gender diverse people face in workplace advancement, testing **Diversity, Equity, and Inclusion (DEI)** solutions that are practical and actionable while positively impacting the DEI field in Canada.



WHY NOW?

- 1** The COVID-19 pandemic has worsened inequality and presented new challenges, especially for marginalized women and gender diverse people.
- 2** The participation of diverse women and gender diverse people in the workforce is needed for Canada's economic recovery and prosperity.
- 3** Small- and medium-sized enterprises (SMEs) are integral to the Canadian economy and to economic recovery and growth.
- 4** There are significant job growth opportunities in SMEs in male-dominated fields.



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Our Core Strategy — Convening a Diversity, Equity, and Inclusion (DEI) Community of SME Leaders



Learn More and Get Involved

Visit igcompany.ca
for more information,
tools and resources.

Contact us at
info@igcompany.ca.



LEARNING

IGC is working with a small, motivated group of SME leaders in sectors where women have traditionally been excluded—science, technology, engineering, and skilled trades—through a Community of Practice (CoP) model.

By sharing the most effective tools and resources, IGC encourages SMEs to implement promising DEI practices, to innovate, and to document and learn from their experiences, while connecting with a supportive community of peers.



CONSULTING

We recognize that there are many initiatives working to advance diverse women and gender diverse people in male-dominated industries. IGC consults with these experts for expert guidance on the shape and direction of our work.



FILLING DATA GAPS

There are significant gaps in intersectional data on DEI in SMEs in Canada. IGC will work to fill these gaps, contributing to the advancement of DEI visibility and measurement in Canada. Through our CoP new data will become available to advance the field.



MOBILIZING KNOWLEDGE

For maximum impact, IGC will share its learnings, including: research, evaluation reports, and more. Watch for our webinars and other resources in our communications and on our website.



COMMUNICATING

In order to spread the word about the effective DEI work happening among our SME partners, IGC will amplify success stories through traditional and social media.

