Develop and communicate your business case
Develop your business case: for example, high demand for a skilled workforce and low numbers of women training or working in your industry.

Collaboration
Identify your allies and get a core of influential people and organisations together.

GO

Visibility
Make women in trades in your industry or region visible.

Treasure what you measure
Measure baselines and set targets to increase understanding and drive accountability.

GO

GO

Leading from where you are
Make the most of your leaders wherever they are.