



### **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



### **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



### **Leading from where you are**

Make the most of your leaders wherever they are.