

IPSOS team gets involved with Unconscious Bias training!

July 2021

In May 2021, WIN trained twenty-two members of IPSOS's management and technical teams over two half day sessions in Gender awareness and Unconscious bias. The training's objective is to:

- Reflect on the different needs, opportunities and constraints of men and women;
- Recognize our unconscious biases in our attitudes and behaviors towards women and men, how they affect our everyday work and personal life, and how we can challenge them;
- Understand the difference between gender and sex, and that gender roles, because they are socially defined, can change;
- Encourage team members to commit to changes at work and at home to reduce their biases and increase gender equality;
- Explore ways as a team to strive for gender equality both at institutional and project level.



The training was very well received and feedback was excellent, as always provoking a great deal of reflections, different perspectives and constructive dialogue around what can be done at a personal and institutional level. Put in the words of an employee: *"I think the TNS gender training brought us a more human perspective on the data. As a research company, we are used to going into the field, interviewing people and reporting results, but having training on unconscious biases helps us to manage our team, to see and approach our respondents in a different way and to enhance our analysis by changing the way we look at our data. There is still a long way to go but I believe we are better prepared for the journey!"*

We hope that including a gender lens in their research analysis will enable their clients to better understand their beneficiaries and customers' needs and preferences, and as a result, enable them to better target their interventions or products and/or services.

If you are interested in organizing a training session for your team, please contact WIN to book one at technoserve@mozambiqueetns.org!