

Educators: Eight Great Things You Can Do Today

Give your female students the best chance at becoming the next Kate Stanners or Rosie Arnold, and ace your employability targets at the same time. Just do eight simple things.

1. Keep up to date on the current information and debate around gender asymmetry in UK advertising creative departments by signing up to the Lost Girls feed.
2. Include wonderful women in the creative greats you give students to follow. Make sure they can see women, especially mums, killing it in creative departments. Some great women to follow are:
 - a. Ali Hanan, Creative Director and Founder of Creative Equals: [@thewordbaker](#)
 - b. Alison Haigh, Senior Designer at Wolff Olins: [@alisonhaigh](#)
 - c. Caitlin Ryan, Executive Creative Director at Cheil Worldwide: <https://www.linkedin.com/in/caitlinryan3/>
 - d. Caroline Paris, Creative Director at Brave: [@carolineparis](#)
 - e. Casey Bird, President of SheSays: [@caseyibird](#)
 - f. Debs Gerrard, Creative Director at Albion, [@debsgerrard](#)
 - g. Emma Hopkins, Creative at Snap: [@emmahopkins](#)
 - h. Emma Perkins, Group Executive Creative Director, MullenLowe: [@em_thinksaydo](#)
 - i. Hana Tanimura, Senior Designer at Google Creative: [@hanatanimura](#)
 - j. Jade Tomlin, Creative Director at TribalDDB, [@Jade_pingping](#)
 - k. Katy Hopkins, Creative Director at WCRS: <https://thisisnotadvertising.wordpress.com/tag/kate/>
 - l. Kim Gehrug, Ad Director at Somesuch: <https://vimeo.com/kimgehrig>
 - m. Kimberley Gill, Associate Creative Director at BBH: <http://motherland.net/regulars/how-i-make-it-work-kimberley-gill/>
 - n. Laila Milborrow, Creative at Karmarama: [@lailamilborrow](#)
 - o. Laura Jordan Bambach, Founder and Chief Creative Officer at Mr President: [@laurajaybee](#)
 - p. Marcie MacLellan, Founder Frank & Lively: [@marciemaclellan](#)
 - q. Nicky Bullard, Chief Creative Officer at MRM Meteorite: [@Noddynoonah](#)
 - r. Pansy Aung, Freelance Creative at Salt n' Pepper Squid: [@PansyAung](#)
 - s. Pip Jamieson, Founder of The Dots: [@Pip_Jamieson](#)
 - t. Polina Zabrodskaya, Creative Director at Publicis: [@third_cookie](#)
 - u. Rebecca Rumble, Associate Creative Director and Head of Motion at R/GA: <https://vimeo.com/rebeccarumble>
 - v. Resh Siddhu, Creative Director, Virtual Reality at Framestore: [@webkitten](#)
 - w. Rosie Arnold, ex-BBH Creative Director: [@rosiearnold](#)
 - x. Scarlett Montanaro, Creative at Analog Folk: [@s_montanaro](#)
 - y. Shahnaz Ahmed, Senior Designer at Livity: [@ShahnazTA](#)
 - z. Tiger Savage, Founder of Savage and King: [@Tiger_Savage](#)
 - aa. Tori Fannon, Freelance Art Director at Danger Crayon: [@artdirectori](#)
 - bb. Vicky Maguire, ECD at Grey: [@vickimaguire137](#)
 - cc. Victoria Buchanon, Creative Director at Tribal Worldwide London: [@VicsBuchanon](#)
 - dd. Vikki Ross, Freelance Creative Director: [@VikkiRossWrites](#)

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3. Rifle through your Linked In. Also, look at ex-students and invite women who have succeeded as creatives, to come back and talk about their experiences. This can make it seem super attainable for current students.
4. Include some work by women, or with a strong female voice, in the great examples you share with students. Use stuff where women are the protagonists, where there are realistic representations of women or that shows true insight into what it's like to be a woman. Not sure if it's right, real and true? Run the work past a woman who has never worked in advertising and she'll soon tell you! Find some great examples here:
 - a. Business Insider, The 30 Most Creative Women in Advertising and their work 2017: <http://uk.businessinsider.com/the-most-creative-women-in-advertising-2017-4?r=US&IR=T/#30-margaret-johnson-chief-creative-officer-and-partner-at-goodby-silverstein-and-partners-l>
 - b. Campaign, 10 Inspiring Ads Celebrating Women 2016: <https://www.campaignlive.co.uk/article/international-womens-day-10-inspiring-ads-celebrating-women/1386037>
 - c. Cannes Glass Lion: <http://player.canneslions.com/index.html#/works?festival=CL&category=glass-lion>
 - d. D&AD 9 Creative Campaigns That Celebrate Women: <https://www.dandad.org/en/d-ad-female-empowerment-award-winning-work/>
 - e. Geena Davis Institute on Gender in Media, Gender Boas in Advertising Report 2017: <https://seejane.org/wp-content/uploads/gender-bias-in-advertising.pdf>
 - f. She Says Work We Love: http://weareshesays.com/we_love/
5. Mix it up. Break up same sex teams. Get different people to work together on different projects. Mash up pairs from diverse backgrounds, with different personalities, so they challenge one another. Assign leadership roles to the most unlikely candidates. No one works in the same traditional art director and copywriter team their whole life anymore. Advertising is a lot more collaborative these days.
6. When questioned young men in advertising want to improve their craft skills, but young women want to improve their soft skills. Bets are the course you teach on covers the craft skills pretty well, but there isn't much in the way of resilience, leadership and presentation training? These are all the areas women feel a lack of confidence in that could hold them back. Try to introduce elements of this into your teaching with these wonderful resources and items for reading lists:
 - a. Angela Lee Duckworth's great TED Talk, Grit: The Power of Passion and Perseverance, on the value of resilience in the creative industries: https://www.ted.com/talks/angela_lee_duckworth_grit_the_power_of_passion_and_perseverance
 - b. Sheryl Sandberg's Lean In for Graduates: <https://leanin.org/graduates/>
 - c. Stanford University's Voice & Influence videos from the Centre for the Advancement of Women's Leadership on topics from networking to negotiation: <https://womensleadership.stanford.edu/voice>
 - d. Perhaps your college or university could stretch to sending students along to training from the following organisations, or getting them in to offer a bespoke session:
 - e. Creative Equals Be Awesome Night School: <http://www.creativeequals.org/training-support/>
 - f. Creative Social events and training: <http://www.creativesocial.com/cs-training2/>
 - g. D&AD presentations and creative communications courses: <https://www.dandad.org/en/d-ad-professional-development-creative-training-courses/>

- h. Funny Women stand-up comedy workshops to help you use humour to present yourself and your work: <http://funnywomen.com/whats-on/workshops/>
 - i. She Says events: <http://weareshesays.com/events/> OR <https://www.eventbrite.co.uk/o/shesays-uk-487934801>
 - j. Sprint women's development for undergraduates and postgraduates: <http://www.springboardconsultancy.com/product/sprint-professional-development-programme-for-women/>
7. Make your female students aware of all the wonderful organisations and networks that are there to support them if they want to get a job in a creative department. These organisations provide soft skills training, talks and networking events, mentors, portfolio critiques and help finding placements. Check out:
- a. Creative Equals: <http://www.creativeequals.org/>
 - b. Creative Social: <http://www.creativesocial.com>
 - c. The IPA: <http://www.ipa.co.uk/diversity>
 - d. She Says: <http://weareshesays.com/>
 - e. The Dots: <https://the-dots.com>
8. Most of the women you are teaching are completely unaware that they may face challenges when applying for and working in creative roles. It's difficult to think it would still be an issue in this day and age. So, wake them up and start the discussion by holding the Diversity Discussion Session outlined in the handy lesson plan downloadable from the Education section of the Lost Girls site. Feel free to tailor it to your organisation, but we would recommend keeping it women only and holding it outside a normal class. Maybe it could be a session held with an advertising club or society? You want to make it feel as informal and discursive as possible.