

# 5 IDEAS

## ON BUILDING GENDER DIVERSITY THROUGH APPRENTICESHIPS

Apprenticeships are an excellent opportunity to build gender diversity in a company's early career pipeline. By providing a route to professional careers that does not rely on a degree, earn-and-learn apprenticeship programs are more accessible to people from all walks of life.

Franklin Apprenticeships and the City & Guilds Group recently hosted a roundtable with top apprenticeship employers in the U.S. and U.K. exploring how they have built gender diversity through their apprenticeship programs.

The participants offered excellent insight into how to not only recruit apprentices to improve gender diversity within a team, but how to make sure they grow and develop their careers within your company.

## Five Ideas To Attract And Retain Gender Diverse Apprentices

### 1. START WITH THE JOB ADVERTISEMENT

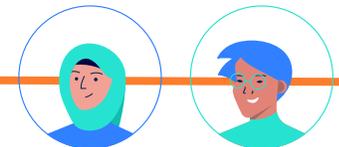
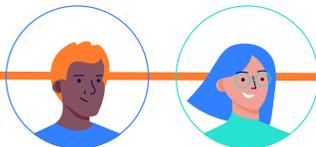
The way you write job descriptions can make roles more appealing to people of a certain gender and lead to an imbalanced candidate pool. Aim for gender balanced apprenticeship job descriptions. You can check your job advertisements using this [free tool](#).

### 2. BALANCE YOUR INTERVIEW PANEL AND EVALUATE YOUR EXPECTATIONS

If an interview panel is all the same gender, invite someone from a different department that matches the gender of the candidate. They will help you see the experience of the candidate with a less typical background in a different light.

### 3. SUPPORT APPRENTICES TO CREATE A BROADER NETWORK WITHIN YOUR COMPANY

If apprentices are joining a team with a significant gender imbalance, pair them up with a buddy of the same gender from a different department. You can also encourage them to engage with employee groups to help them find a community within your organization.



### 4. TRAIN APPRENTICES AND THEIR MANAGERS ON DIVERSITY, EQUITY AND INCLUSION (DEI)

Including DEI training as part of apprenticeship program curriculum for apprentices and their managers can empower them to proactively address micro-aggressions and unhelpful behaviors.

### 5. WHAT GETS MEASURED GETS DONE

Executive sponsorship and targets make a big difference. Get the executive team on board and then set a target for gender diversity in your apprenticeship and/or early career programs. Establish regular check points to evaluate progress and address roadblocks.

This insight was from the second event in a series of roundtables focused on using apprenticeship programs to help build strong, diverse teams and companies. If you're interested in joining the next event, please [contact us](#).

Franklin Apprenticeships is a women-owned and led company that helps employers fill mission critical tech roles with diverse, undiscovered talent by removing the barrier of a college degree. Franklin finds eager, hardworking candidates from all walks of life with an aptitude for tech. Once employed, apprentices earn as they learn and Franklin's industry-leading Success Coaches support them and their employers throughout the entire journey.