

### CHALLENGING GENDER NORMS & WORKPLACE STEREOTYPES

#### Gender Norms in Caregiving

Traditional gender norms shape expectations around caregiving and influence availability, confidence, and perceived commitment at work.

Hidden gender norms influence everyday workplace decisions and contribute to unequal and gender-biased practices if left unchallenged.



#### Workplace Stereotypes & Bias

Workplace stereotypes affect both mothers and fathers, while unconscious bias shapes performance evaluations, access to flexibility, and career opportunities.

Subtle bias in everyday interactions reinforces unequal caregiving roles and influences workplace culture and fairness.



#### Impact on Employees & SME Culture

Unequal caregiving expectations and biased organisational rules affect employee wellbeing, confidence, workload, career progression, and perceptions of fairness.

Cultural patterns within SMEs often reinforce inequality, creating barriers to balanced caregiving and inclusive workplace practices.



#### Inclusive Practices & Shared Responsibility

Inclusive practices such as equal leave, inclusive language, flexible work arrangements, and supportive leadership help normalise shared caregiving responsibility.

Bias-free actions and policies support equal caregiving, promote fairness, and strengthen inclusive organisational cultures.

