



Challenging Gender Stereotypes

Presentation for Parents/Carers

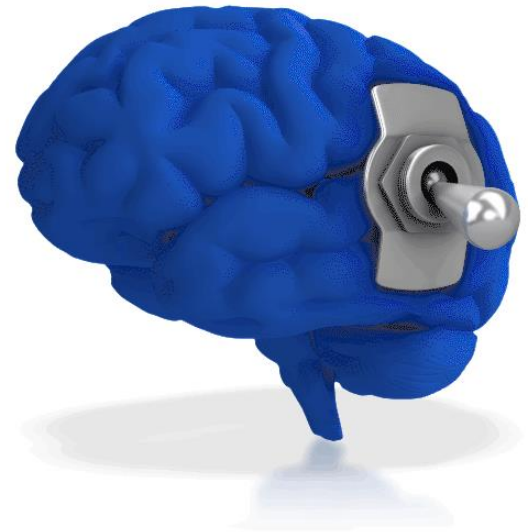


Consider these images ...



Why does it matter?

- Should we challenge traditional gender stereotypes?
- Should boys and girls have equal opportunities?
- What can we do to support our children to achieve more?



The stats

35/100



35% of STEM jobs were carried out by women (WISE Campaign 2019)



FTSE 100 women: executive committee and direct report 2019



The stats

Less than a quarter of FTSE-100 companies had a female CEO.



The evidence

Most children have allocated a gender to most jobs by the age of five

By the age of twelve they have ruled out a significant percentage of careers for their future



No more boys and girls

<https://www.bbc.co.uk/programmes/b09202jz>