Gender Analytics online:
Gender equity through inclusive design

gender AND THE economy

What is Gender Analytics?

Gender Analytics is a way to analyze your products, services, processes and policies with a gender lens to **uncover hidden opportunities for innovation and improved effectiveness**.

You will discover the ways that gender identity, indigeneity, race, ethnicity, disability, sexual orientation and other intersections shape risks, opportunities and impacts of many of your organization's activities, operations and outcomes.

"Most organizations don't appreciate the hidden ways that gender can shape outcomes. We are introducing Gender Analytics to provide executives, managers and analysts with core competencies in uncovering risks and opportunities that can lead to innovative product, service, process and policy design."

Sarah Kaplan, Director, Institute for Gender and the Economy

Who should take this course?
• Business managers and leaders interested in using intersectional gender insights to innovate and improve performance
• Government and NGO professionals who want to incorporate gender-based analysis and gender budgeting in their work
• Gender and women's studies experts who are seeking job-related applications for their skills
• Business analytics experts looking to extend their skills to questions of equity
• Human resource professionals, or Diversity and Inclusion leads such as Chief Diversity Officers, looking to be more effective partners to support business innovation and growth.

Benefits of Gender Analytics
Competency in Gender Analytics will enable you to:
• Demystify key concepts related to gender and intersectionality
• Gather qualitative and quantitative data using ethical practices
• Use human-centred design and empathy to interpret insights
• Exploit rapid prototyping to design products, services, processes or policies with beneficiaries or target audiences
• Assess the impact of inclusive design solutions
• Align your organization to execute Gender Analytics effectively

Beyond Diversity and Inclusion
Gender Analytics takes us beyond typical diversity and inclusion conversations to consider how gender impacts all aspects of an organization's activities, including HR, risk, marketing, operations, product/service design, policy, and strategy.

Inclusive design principles
The Gender Analytics methodology will help you:
• Identify and remove personal and organizational biases and data gaps
• Leverage the diversity of your teams
• Engage beneficiaries, users and other stakeholders meaningfully

Hands-On Learning
Unlike typical professional learning courses, Gender Analytics will provide you with hands-on experience through exercises, a mini boot camp and a capstone project.

Tangible outputs
Project workplan: The course contains a guided process for creating your own Gender Analytics workplan for a project that you define.

Self development plan: Based on our proprietary competency matrix, you will create your own development plan to increase your Gender Analytics skills over time.

A 5-course specialization offered through Coursera.

You can complete individual courses, or all 5 for a Specialization Certificate from the University of Toronto.

www.genderanalytics.org

Rotman School of Management UNIVERSITY OF TORONTO

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COURSE 1	COURSE 2	COURSE 3	COURSE 4	COURSE 5
Gender Analytics for innovation	**Inclusive analytic techniques**	**Human-centered design for inclusive innovation**	**Transformational leadership for inclusive innovation**	**Gender Analytics capstone project**
Using Gender Analytics to create opportunities and mitigate risks	Ethical and legal considerations in inclusive data collection	Human-centered design for inclusive innovation	Gender Analytics in your organization	Identify the problem to solve
Gender Analytics competencies	Quantitative data analysis through a gender lens: probability	Empathize: Empathy-based research methods	Influence and change	Using inclusive analysis to reframe the problem
Why gender and its intersections matter	Quantitative data analysis through a gender lens: data and interpretation	Reframing: Making sense of your research	Leveraging diverse teams	Ideation, prototyping and iteration
Gender Analytics for inclusive innovation	Qualitative data collection: community-based engagement with stakeholders	Ideate, prototype, and test	Being a change agent	Making a change plan

A 5-course specialization offered through Coursera.

- In **5 courses**, you will gain experience in collecting, analyzing, visualizing and using data to generate rich insights for innovation.
- In **5 courses**, you will learn to think with a gender lens, understanding the myriad ways gender and other intersecting identities shape outcomes of your products, services, processes or policies.
- At the end of **5 courses**, you'll have a project workplan and a personal development plan to take away with you.
- These **5 courses** will kick start you on your path to becoming a Gender Analytics expert.