

MARC

MEN ADVOCATING REAL CHANGE

BY CATALYST

MARC Leaders Immersive Workshops

This 1.5-day experiential learning workshop will inspire directors through senior executives to stand up for gender equity. Guided by a skilled cross-gender facilitator pair, participants will develop a more visceral understanding of the dynamics and implications of gender inequity, practice skills to proactively challenge exclusionary dynamics, and commit to building more effective gender partnerships and advocating for real change. More than 6,000 people at over 40 companies in 14 countries have already attended this transformational workshop.



Audience: Directors and above

Duration: 1.5 days

Number of Participants: up to 45; 70-80% men, 20-30% women

Fee: Internal session:* USD \$32,000; CAD \$35,000; €28,000

Host a cross-company session [25 seats]:* USD \$25,000; CAD \$26,500; €22,000

Individual participant: USD \$1,200; CAD \$1,500; €1,000

(*bundled pricing available for 5+ sessions)

MARC Executive Sessions

In this session, executives will focus on enhancing their leadership credibility in their work to build organizational equity and a culture of inclusion. Through dialogue and responsive learning, they will build their own business and personal case for gender equity and come away with a nuanced understanding of root causes of the challenges. With increased empathy, they will become more authentic, effective leaders who understand how to use their power and unique opportunity and responsibility to make culture change.



Audience: C-Suite executives (CEO and direct reports)

Duration: 4 hours

Number of Participants: 15-25

Fee: USD \$20,000; CAD \$22,500; €17,500

(bundled pricing available for 5+ sessions)

"Through MARC, I realized that the depth of thinking and self-awareness I needed to make a real difference was simply not there. That doesn't mean I didn't "get it," but rather that what I saw before MARC as my enlightenment and championship was only scratching the surface. I wasn't getting it wrong; I just wasn't getting it all."

—GIORGIO SIRACUSA, VICE PRESIDENT, HUMAN RESOURCES, PROCTER & GAMBLE



MARC Dialogue Teams

Self-led teams of employees from any and all areas and levels of the organizations gather monthly to discuss a progression of topics, with a specific focus on engaging men and gender partnerships. Catalyst supplies an agenda and other supporting materials for each meeting. Year One introduces foundational concepts around personal barriers to inclusion; in Year Two, participants support one another as they commit to ongoing learning and advocacy that sustains a culture of inclusion and equity. Prior to launch, companies are required to complete at least one MARC Leaders Immersive Workshop in the relevant region(s).



Audience: Employees across all levels
Duration: Two 1-year cycles of 10 monthly 1-hour meetings
Number of Participants: 7-10 per team; unlimited number of teams
Fee: 1-year site license (Year 1 or Year 2 curriculum): USD \$15,000; CAD \$17,000; €13,000
2-year site license (Year 1 and Year 2 curriculum): USD \$25,000; CAD \$28,000; €22,000
Optional expert program implementation guidance from Catalyst: USD \$5,000; CAD \$5,500; €4,500
Complimentary 2020 Opportunity: All site licenses that start in 2020 will have the first year's fee waived thanks to the generosity of **Chevron Corporation**, our MARC Major Gift Campaign Transformational Donor

MARC Networks

Designed exclusively for MARC alumni, MARC Networks empowers participants to integrate their learnings into their day-to-day leadership. Working in self-selected small groups, participants will use Catalyst-supplied materials to participate in meetings, share best practices, brainstorm solutions, and further their advocacy for real change.



Audience: Alumni of MARC Executive Sessions, MARC Leaders Immersive Workshops, and MARC Dialogue Teams
Duration: Ongoing
Number of Participants: 7-10 per network; unlimited number of teams
Fee: No Cost

MARC Ambassadors

MARC alumni who want to serve as highly visible, public advocates for MARC and gender equity can demonstrate their championship by becoming MARC Ambassadors. Whether it's posting on social media, serving on a panel, providing testimonials for media, or discussing in business meetings, MARC Ambassadors enthusiastically share their passion for workplace inclusion and gender equity within their sphere of influence by starting conversations that challenge the status quo and sharing stories that spur others to change their perspective.



Audience: Alumni of MARC Executive Sessions, MARC Leaders Immersive Workshops, and MARC Dialogue Teams.
Duration: Ongoing
Number of Participants: Unlimited
Fee: No Cost

START MAKING CHANGE

Learn how your organization can start making change
with Catalyst Supporter-only MARC options at marc@catalyst.org.

Interested in attending a session?
Check out our [upcoming events](#).

Want to host a session?
Contact marc@catalyst.org.

