

## Creating a Work Environment that Supports Both Male and Female Techs

**NOW  
HIRING**

The number of working female technicians in the transportation industry is currently less than 2%. With the serious shortage of technicians that exists today, the lack of professional female techs creates a huge opportunity to help fill the gap. Bringing female technicians onboard will not only help fill those empty stalls, but creates a more gender-balanced working environment that is reflective of the number of women driving vehicles, as well as purchasing and servicing those vehicles. However, if you are serious about hiring female technicians, and even more importantly, retaining them, then there are some things that would be helpful to keep in mind.

1. Beginning with your recruitment materials, and throughout the entire recruiting, interviewing and hiring process, be sure to use him/her, he/she language to welcome both genders so that all recruits feel welcomed and respected. If you are using photo imagery, make certain that both genders are depicted.
2. Ensure your company's advertising, TV commercials, in house wall art etc. is respectful of women. "Hot babes" lying across cars, and women in suggestive poses and skimpy bikinis are in poor taste and have no place in the workplace. Nothing will turn-off a prospective female technician walking through your shop for the first time more than seeing these types of posters, calendars, etc. posted on walls and toolboxes in the workshop. Likewise is this the image you want your company to convey to the public? Would you want your customers seeing them either?
3. Don't ask your female techs to wear a man's uniform. Their uniforms should be women-cut and tailored.
4. Ensure you have a dedicated women's restroom and changing room for your female technicians.
5. Establish culture and parameters from the get-go. When hiring a female, before she starts, lay down the expectations of proper behavior with your male staff. Make it very clear that there will be no tolerance for unacceptable comments, inappropriate jokes, hazing, etc. If an issue does occur, respond immediately, making it clear that inappropriate behavior will not be tolerated. If you have not already done so, put mandatory sexual harassment awareness training in place for **ALL** employees. Women as well as men should be aware of gender boundary issues.





6. Distribution of work in the shop must be done fairly between men and women so you don't create animosity on either side.
7. Ensure that you have a fair and equitable policy in place when it comes to children and family issues and/or emergencies.
8. When planning any recruitment activities, (open house, career fairs, etc.) be sure to include the presence of your female tech(s) as well. Have them available to speak to and help attract other young women!