



## Language Services

# Case Study | Linguistic Training and Analysis

Client: Global Bioscience Company (GBC)

Area of Focus: Female Self-Advocacy in the Workplace

## Background & Core Objective

GBC's women's resource group (WRG) decided to focus on female self-advocacy for their 2021 training initiative.

The WRG's self-stated objectives for this initiative were to (1) help female employees develop a definition of self-advocacy and a vision of personal empowerment in the workplace, and (2) provide the tools and time to hone skills that enable employees to positively advocate for themselves in meetings, one-on-one discussions, and performance reviews.

In order to achieve these objectives on behalf of GBC's female employees, the WRG hired Memra Language Services to bring a sociolinguistic perspective to bear on the topic.

## Details

Over the course of 6 months, Memra designed and conducted a custom professional development experience, including:

- a linguistic analysis of how GBC's employees self-advocate at work (before and after the WRG's initiative)
- a 2 hr keynote talk on Linguistic Self-Advocacy
- two follow-up workshops, one designed for female self-advocates and one for male allies
- A final report explaining the results of the linguistic analysis and the efficacy of the training initiative overall, specifically highlighting how employee self-advocacy changed as a result of Memra's intervention

## Results

### Accurate perception of self-advocacy increased for female employees.

- Female employees can more accurately identify self-advocacy as it is happening and pinpoint the point of self-advocacy failure to higher levels of mutual agreement with each other male supervisors
- The gap between male and female perception of self-advocacy is shrinking as a result of the intervention, making it much more likely that real female self-advocacy attempts in the future will be met with success and understanding.

### Effective production of self-advocacy increased for female employees.

- Before the intervention, female employees only used one type of self-advocacy strategy (a minimized ask). Post-Intervention, female employees use more self-advocacy strategies overall, and a much wider variety of strategies.
- Before the intervention, women were pulled two ways between using direct and indirect language. After the intervention, the number of indirect asks shoots up to 83%, which demonstrates an increase in confidence that using a normatively feminine conversational style is still an effective way to self-advocate at work.

### A quote from a WRG Leader:

*"Congratulations on an AMAZING keynote address that inspired GBC's Women and Allies across the globe! Your ability to deliver language-based advocacy to women from diverse cultures and across 6 languages was absolutely inspiring. [WRG] members are already asking for the workshops and opportunities to practice new language skills to self-advocate. Our Allies are also ready to implement changes based on your keynote. THANK YOU for your hard work and dedication to delivering impactful training to GBC. A global success! I highly recommend Memra Language Services, for those looking to improve equity and diversity through meaningful training"*