



INTRODUCTION

Women attorneys in the National Conference of Women's Bar Associations, its member organizations, and the legal community at large have expressed frustration over the "echo chamber." Within our organizations, we hear and share many great ideas about how to promote the advancement of women in the law and the legal profession, but then we see those same great ideas fail to break through to the wider audience of the general attorney population.

The GOOD Guys Program was born out of our desire to take the message to the masses and engage all attorneys – men and women alike – to be one of the "GOOD Guys" in the fight for gender equity. "GOOD" stands for "Guys Overcoming Obstacles to Diversity," and "GOOD Guys" include all people who are dedicated to seeing these efforts succeed.

Progress in gender and racial diversity in the legal profession has stalled over the last decade. In 2006, the National Association of Women Lawyers conducted its first annual survey regarding the retention and promotion of women in law firms, issuing the challenge to the legal community to "[i]ncrease the number of women equity partners, women chief legal officers, and women tenured law professors to at least 30 percent by 2015" (essentially doubling the numbers of that time).ⁱ In 2015, NAWL issued a failing grade to the legal community, noting that "[f]irms have made no appreciable progress... [as] women still comprise only approximately 18 percent of equity partnership"; the picture is even bleaker for minorities, as women of color make up only 8 percent (or 1 in 25) of equity partners.ⁱⁱ

Traditional diversity programs have failed, and things need to change. Research has repeatedly shown that the key to achieving diversity is to engage men, not blame them, and a number of efforts are based on this principle.ⁱⁱⁱ We need a program that will bring together all attorneys to increase diversity in the legal community, and more importantly, we need a program that can be replicated across the country by organizations of all types and sizes. This is where the GOOD Guys Program comes in.

As inspiration for the GOOD Guys Program, NCWBA looked to the success of the programming it jointly hosted with the ABA Commission on Women in the Profession at the 2015 ABA Midyear Meeting in Houston, Texas, entitled "Men Joining Women for Change: Harnessing the Power of Inclusivity."^{iv} Building on this program, NCWBA again partnered with the Commission to plan the inaugural GOOD Guys Event for the 2016 ABA Midyear Meeting in San Diego, California.^v NCWBA then packaged the best information and tools from the GOOD Guys Event to create the GOOD Guys Toolkit.

This Toolkit contains everything your organization needs to replicate a successful GOOD Guys Event in your area:

- **Programming Guide** – This guide outlines the most important considerations for planning a successful event. Considerations include date, time, location, target audience, topics, speakers, format, budget, marketing, and general preparations.
- **Panel Presentation Questions** – These questions can be used in guiding a moderated panel presentation or a prompted question-and-answer session. The questions can be narrowed to a select number and tailored to a specific audience or topic.



- **Resources** – This list of resources gathers a ton of information provided by those already working for diversity in the legal industry and workplace. There are links to nationwide initiatives and training programs, exemplary presentations, and well-researched publications.
- **Blank Forms** – These blank, fillable forms can be used to promote an event. They include a flyer for general distribution to the legal community and an invitation for women attorneys to give to their male colleagues.
- **Sample Forms** – These sample forms were used to promote the inaugural GOOD Guys Event in February 2016 in San Diego. They are the basis for the blank forms in the Toolkit.
- **Monday Morning To Do List** – This list will help attendees hit the ground running when they return to the office the Monday morning after the event. They can start taking immediate action to promote gender and racial diversity in their workplace.
- **Electronic Materials** – These electronic materials may be distributed at an event in accordance with the policies of the GOOD Guys Program.
- **Electronic Swag Bag** – This electronic “swag bag” is a good takeaway for attendees.
- **Policies** – These policies cover a few rules for replication of the GOOD Guys Program and use of the GOOD Guys Toolkit.

This Toolkit is a dynamic resource that we plan to update frequently with new ideas, information, and research. We hope it will prove to be invaluable for your organization and its members, and we believe it can even be tailored to address other types of diversity beyond gender diversity. We welcome you to contribute your questions, comments, and stories of success at the GOOD Guys Program website: <http://www.goodguysinlaw.com>

ⁱ “Women Lawyers Continue to Lag Behind Male Colleagues: Report of the Ninth Annual NAWL National Survey On Retention and Promotion Of Women In Law Firms” (“NAWL 2015 Report”), Lauren Stiller Rikleen, p.1.

ⁱⁱ NAWL 2015 Report, p.3.

ⁱⁱⁱ There are a number of articles citing this research in the Toolkit Resources, “Engaging Men in the Efforts” section.

^{iv} “Men Joining Women for Change” was co-sponsored by NCWBA, the Commission on Women, and Texas Women Lawyers. The programming centered around a discussion panel featuring moderator Ida Abbott, author of *Sponsoring Women: What Men Need to Know*; and panelists Amy Chronis, partner at a national accounting firm; Mark Coffin, office managing partner with a national law firm; the Honorable R.K. Sandill, a Texas state district court judge; and Michele Coleman Mayes, Chair of the ABA Commission on Women.

^v “Why GOOD Guys — Guys Overcoming Obstacles to Diversity — Are So Important” was co-sponsored by NCWBA, the Commission on Women, California Women Lawyers, and Lawyers Club of San Diego. The programming began with a presentation of research on implicit bias by Joan C. Williams, Distinguished Professor of Law and Hastings Foundation Chair at University of California, Hastings College of the Law. The programming continued with a panel featuring moderator Malissia Clinton, general counsel of a large aerospace corporation; and panelists Alan Bryan, senior associate general counsel for a national retailer; Bill Sailer, executive and legal counsel for a national communications company; Tom Sager, partner at a national law firm; and The Honorable Irma Gonzalez, retired Chief Judge of the United States District Court for the Southern District of California. The program concluded with another presentation by Sheryl Axelrod, law firm owner and Co-Chair of the National Association of Minority and Women Owned Law Firms, explaining why diversity pays off on the bottom line for firms and corporations.