



POSITIVE MALE ROLE MODELS ON A CULTURE OF EQUALITY

VIDEO TRANSCRIPT

VO: On November 19th, International Men's Day celebrates the positive value men bring to the world, their families, and communities. This gives us a great opportunity to talk with six of our colleagues from around the world about how we can create a culture of equality where everyone can advance and thrive.

Join Andrey, Chris, David, Gavin, Kalyan and Matt as they share their insights and personal experiences on everything from positive role models, and culture, to mental health, and the need to avoid toxic masculinity and stereotypes.

They remind us that the more freedom we give our young people to define their place and identity in the world, the happier and healthier they will be.

David Taylor: For me, being a good role model is really broken down into three things. One is being positive, and coming to situations with a growth mindset, and learning. The second one is being agile to the situation I'm in. And thirdly, is really taking a position, having an opinion on certain things, especially when all the facts aren't yet known.

Matt Coates: I always try and think about how I'm going to leave Accenture a little bit better than where I found it. And so it's important that I'm exhibiting the behaviors that I want our culture to be in the future.

David Taylor: I would really encourage people to look at role models as not being gender based in any way. I've had many different types of role models, and we tend to select our own as opposed to them selecting us and they've been male, female, of all different nationalities and orientation.

Kalyan Kuppachi: I have a teenager son who has just turned 15. In most of the conversations that I have with him, it requires me to also demonstrate my strengths and vulnerabilities to him. Vulnerabilities is what leads to trust.

So the important aspect for being a role model, is to be able to show the strengths and vulnerabilities such that it leads to trust formation between your model and the child.

Copyright © 2021 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.



POSITIVE MALE ROLE MODELS ON A CULTURE OF EQUALITY

VIDEO TRANSCRIPT

David Taylor: Depending on where you are in the world, there are a lot of different myths around what it means to be masculine, and of course, this changes in society over time. But if there are a few that come to mind to me personally, one is being strong and aloof.

Another one is being primarily the breadwinner, although we all know that fundamentally isn't true today. Another one is to be aggressive and generally I think all of those things are untrue. I think sometimes it's important for any person to be strong.

I think it's sometimes important for any person to be necessarily the primary breadwinner, every family works in a different way. It's never 100% equal all the time but throughout a lifetime, I think it should be. And sometimes it is important to be aggressive.

But while those traditionally are sort of what you might describe as masculine characteristics, there's no reason why women can't exhibit any of those behaviors at different times, for different reasons, with different effect. So I tend to not think of them as necessarily gender specific characteristics, but just characteristics.

Chris Chavez: For me, the biggest myth we need to break about what it means to be masculine is that men don't show emotion or men don't talk about their feelings.

Gavin Young: Strength is probably one of the most destructive myths for many people, for many men. We are all made to feel weak at some point by our circumstances, by our environment. I think the lessons that life teaches us, whether we want them or not, they will at some point make us weak. And I think in those moments, if we feel that strength is all that defines us as a man, then we're lost.

Matt Coates: So I'm a gay man, and I think one of the things that enables me to bring is maybe a broader understanding to everything I do.

And so my view on masculinity is that it doesn't need to be that very hard and macho view of the world that actually it can embrace many different personality types, and each of them have a role in our professional lives and actually that we can be so much better if we're embracing that wide spectrum.

Copyright © 2021 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.



POSITIVE MALE ROLE MODELS ON A CULTURE OF EQUALITY

VIDEO TRANSCRIPT

Andrey Monge Quiros: I think one of the biggest myths is that toxic masculinity and traditional masculinity isn't hurting us, that we men don't need to change. That we are happy this way, that we are happy with the way we are and that we don't like to be expressive, to be caring, to be tender, to be compassionate or even to be vulnerable.

Chris Chavez: I grew up in a Mexican-American household where it wasn't really encouraged for me to do those things, talk about my feelings or really show emotion when needed. It was always "real men don't cry, man up, be that macho man," which can be really discouraging at times, doesn't really help you when you're struggling. This may cause us to bottle up our emotions, suppress our feelings and we really need to put a stop to this and encourage men who are struggling to speak out rather than suffer in silence.

So what I believe helps to turn the tide now that the world is listening, to bring more attention to male mental health, is to get more people to come forward and speak about their struggles.

Matt Coates: Some of the biggest myths around masculinity is that a man is big and brave and strong, that you can't show vulnerability. I actually think vulnerability is one of the bravest things that you can show.

Kalyan Kuppachi: There is always this pressure of "be a man." You can't show your emotions and you cannot cry. You can't show that, that's perceived as you being weak, mentally too.

Gavin Young

Being told that strength is what defines you as a man can be really quite tough. So I think allowing our young people to express pain without shame or guilt I think is super important. If I can bring it even closer to me as a man, it's particularly challenging because Black people have routinely been characterized as stronger, as less prone to feel pain, incredibly, given an estheticless than non-Black people.

So when you are raised to believe that a real man doesn't feel pain, there is this incredible cognitive dissonance that occurs when pain inevitably interrupts your plan, it can be debilitating and destructive.

Copyright © 2021 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.



POSITIVE MALE ROLE MODELS ON A CULTURE OF EQUALITY

VIDEO TRANSCRIPT

VO: On November 19th, International Men's Day celebrates the positive value men bring to the world, their families, and communities. This gives us a great opportunity to talk with six of our colleagues from around the world about how we can create a culture of equality where everyone can advance and thrive.

Join Andrey, Chris, David, Gavin, Kalyan and Matt as they share their insights and personal experiences on everything from positive role models, and culture, to mental health, and the need to avoid toxic masculinity and stereotypes.

They remind us that the more freedom we give our young people to define their place and identity in the world, the happier and healthier they will be.

David Taylor: For me, being a good role model is really broken down into three things. One is being positive, and coming to situations with a growth mindset, and learning. The second one is being agile to the situation I'm in. And thirdly, is really taking a position, having an opinion on certain things, especially when all the facts aren't yet known.

Matt Coates: I always try and think about how I'm going to leave Accenture a little bit better than where I found it. And so it's important that I'm exhibiting the behaviors that I want our culture to be in the future.

David Taylor: I would really encourage people to look at role models as not being gender based in any way. I've had many different types of role models, and we tend to select our own as opposed to them selecting us and they've been male, female, of all different nationalities and orientation.

Kalyan Kuppachi: I have a teenager son who has just turned 15. In most of the conversations that I have with him, it requires me to also demonstrate my strengths and vulnerabilities to him. Vulnerabilities is what leads to trust.

So the important aspect for being a role model, is to be able to show the strengths and vulnerabilities such that it leads to trust formation between your model and the child.

Copyright © 2021 Accenture
All rights reserved.

Accenture and its logo
are registered trademarks
of Accenture.