

Not perfect
BETTER



Better in your Workplace

Tips and advice on being a better leader in
your workplace.

Why ‘Not Perfect, Better’?

In November of 2024, we began our #welisten campaign where we spoke to men and boys in a series of focus groups and interviews. The focus groups were made up of men from all different cultures, ages, classes and experiences, yet they had a common thread: many **men couldn't tell us what a “good man” or a “good relationship” looked like.**



A lot of them felt disconnected from the issue of violence against women – not because they didn't want to be part of the solution, but because they felt like they couldn't be. They questioned whether they could speak up if they knew they still had room to be better.

The answer to that is **yes** and it's why we started **Not Perfect, Better.**

Better for your Workplace, as a leader

Leaders set culture, whether they mean to or not. People watch everything that you do, what you reward, what you overlook, and how you respond when something crosses the line.



Even in good workplaces, respect can get treated like a value on a poster instead of the standard in daily decisions. The jokes that slide. The person who gets talked over. The complaint that gets minimised.

Being better can help drive change among the men you lead, and it starts by challenging what respect looks like in day-to-day leadership. It is not about calling people out. It is calling them in.

When you have the courage to break free from stereotypes and practise equality and respect in everything you do, your people will follow.

Culture is built in three places

If you want a respectful workplace, do not start with a poster. Start with where culture actually gets made.

The rules of the place

How things work around here. Who gets hired. Who gets promoted. Who gets flexible work. How rosters are set. What happens when someone raises a concern. What performance gets rewarded.

These rules quietly decide what feels safe, and what feels risky.



The moments people remember

What you laugh at. What you shut down. Who you protect. Who you challenge. Who gets backed in public. Who gets corrected in private.

People learn the real values from the moments you do not even realise you are teaching.

The follow through

Training matters, but it only works when expectations are clear and there is real action behind them.

Support includes coaching and accountability. Not just empathy.



Better leadership. The 10 small moves that change culture.

1. Start meetings with the standard

One line that sets tone. "We speak respectfully and everyone has the opportunity to speak."

2. Correct early, not loudly

Do the small pull ups in private, before they become big issues in public.

3. Be consistent with your reactions

If respect matters, it matters when it is inconvenient. Not only when the person is junior or unpopular.

4. Use plain language when something is not okay

"No. That's not respectful." Short, clear, done.

5. Follow through fast

Nothing breaks trust like "thanks for telling me" with no action. Close the loop every time.

6. Back the person who gets interrupted

"Hold on. I want to hear her finish."
Then hand it back to them.

7. Praise the behaviour you want repeated

Name it clearly. "Good job challenging that respectfully." People copy what gets recognised.

8. Make it safe to raise concerns

Ask. "Is there anything we are ignoring." Then respond calmly, not defensively.

9. Share the load, not just the credit

Check who always ends up doing admin, emotional labour, or "team glue" work. Rebalance it.

10. Repair when you miss it

If you handled a moment badly, say so. "I got that wrong. Here's what I'll do differently." That builds credibility, not weakness.

A leader's closing note

Your culture is the habits you allow to keep happening.

If you want a better workplace, model the standard, protect it in the moment, and back it up with follow through.

Being better means checking your relationship with technology and getting real about whether you're using it for the wrong reasons.



Better you

Being better is not about aiming for perfection, just progress. It's about being the man you want to be, feeling all your feels, and taking responsibility when you mess up. Learn how to level up with some easy, effective things you can put in practice at home, work and out in public.



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