

**New world**

**New skills**

# Stereotypes in the workplace

PwC's Primary School Toolkit



# Today's objectives

1. To know what a stereotype is
2. To understand how stereotypes can affect the workplace
3. To think about ways we can overcome stereotypes



# 01

## Understanding stereotypes



# Stereotypes

What is a **stereotype**?



# What is a stereotype?

- Stereotypes are **beliefs** or **assumptions** that large groups have over people or things with a certain characteristic.
- These are often untrue or unfair.
- A common example of a stereotype is that girls should play with dolls and boys with trucks.
- Stereotypes can also be positive, for example women are caring or Northerner's are friendly.



# Stereotypes

- Can you think of any examples of stereotypes we see in our lives?
- Do you have any stereotypes?



Draw a picture of the people you imagine  
when you see the following words

Nurse

Businessperson

Engineer

Police Officer



Do these images surprise you? Why / why not?  
How do they compare with what you drew?



# Thinking about stereotypes

## Did you think / imagine that:

- The nurse would be female?
- The policeman would be male?
- The business woman would not be in a wheelchair?
- The engineer would be male?

These are all examples of stereotypes. We have an idea of what people in these jobs look like.



# 02

Overcoming  
stereotypes



Where do these stereotypes come from?

# Stereotypes

**Stereotypes can come from lots of different places for many reasons. Here are a few examples:**

- Personal Experiences
- Social Media
- TV/films
- Parents/carers
- Personal Experiences

**Where do you think your stereotypes have come from?**



# Overcoming stereotypes

- Think of a job you would like to do when you're older. Are there any stereotypes associated with it?
- If you are not sure what you would like to do when you're older, have a think about what you are good at or enjoy doing.
- Think about where you might have got or heard these beliefs from.
- Remember, these don't just have to be gender stereotypes. They could be about age, race or education.



# Wrap up and reflection

- Stereotypes still exist in the world and just because you do not see examples of women working in tech or men as nurses does not mean these career aspirations are not achievable.

**Think about one thing you will take away from this session**



# Any questions?

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