

Why should I #JustAsk?

Not talking about pay makes pay gaps worse. If you **#JustAsk** your employer or another organisation about pay gaps, you are exercising your power to influence unfair pay. You are standing up for not only yourself, but women, Māori, Pasifika peoples, the gender diverse, disability communities and ethnic minorities across the country.

Talking about pay is uncomfortable - but we all have a right to ask. Not everyone is in a position to **#JustAsk** due to personal, cultural and structural barriers. So, it's important to use your power and privilege to **#JustAsk** for those who can't.

This could look like men asking for their daughters, or sisters. Pākehā asking for colleagues from diverse cultures. Senior staff asking for junior staff. Consumers asking for employees. It's about community and whānau, not just the individual.

You can **#JustAsk** your employer or other businesses you encounter, like your bank. It's not just limited to managers - you can also have a conversation with your colleagues, friends and family. It's all about normalising conversations about pay and pay gaps so we can end the culture of pay secrecy.

Before you **#JustAsk** your employer, it may be useful to talk to your work mates or friends about it to get their perspectives on the issue, so they can offer advice and support. If you feel unsafe, you may also ask anonymously or in a group.

How to ask:

At work:

Depending on your workplace, **#JustAsking** may be as simple as starting a conversation in a team meeting, a 1:1 catch up, or a staff room chat. However, as lockdowns persist and working from home becomes the norm, an email can be a great way to get the conversation started.

Another way is by using our virtual meeting backgrounds and infographics, [available for download here](#).

As a consumer:

If you're asking as a consumer, **#JustAsking** may be a case of starting a conversation with an in-store manager, sending an email, or even tweeting a CEO. You could also share our infographics and social media tiles, [available here](#).

What do I do after I #JustAsk?

Well done for using your power towards creating change!

After you **#JustAsk**, you can tell your story about how the conversation went on Instagram, Facebook, LinkedIn, and Twitter using the hashtag **#JustAsk**.

Tell us about how you asked - and, if you need further help, let us know!

Other ways to get involved

If you'd like to inspire change but you don't feel that you're in a position to **#JustAsk**, we understand. Here's three other ways you can get involved.

Share our resources

A great way to get involved with **#JustAsk** is by engaging with and sharing **MindTheGap's** social media content.

[We have downloadable resources including infographics and social media tiles here.](#)

Every share, every like, every post, and every comment is a step towards inspiring change.

If you don't feel comfortable using the **#JustAsk** hashtag, you could also use **#letstalkaboutpaygaps**.

Ask in a group

If it isn't possible for you to **#JustAsk** by yourself, remember that there is safety and strength in numbers. You could send a joint email, or approach your employer with a group of your colleagues. Asking in a group not only makes the experience more comfortable, but using a collective voice could also amplify the message.

Start a conversation in a safe space

"All social change begins with a conversation." - MARGARET J. WHEATLEY.

The simple act of starting a conversation about pay gaps with your friends and family is a great way to spread the word. You might just inspire one of your loved ones to **#JustAsk**, or even make change within their own organisation.