



***THAT* GUY**

Conversation Guide

@ThatGuyScotland

that-guy.co.uk

Your people. Their influence. Our shared responsibility.

We're asking organisations across Scotland to join us in changing the narrative on masculinity.

Why?

Young men are absorbing messages about women, sex, power and respect from multiple sources.

Manosphere influencers and social media algorithms can repeatedly expose boys to harmful attitudes and behaviours, which can become normalised. This extremist content is having a direct impact on women's safety.

Our campaign offers a different narrative, one based on respect, positive male role modelling and healthy relationships.

What can your organisation do?



SHARE: Put **the campaign** where your people will see it.



TALK: Create space for conversations about respect and positive role modelling:

- Senior leaders publicly backing the campaign
- Male employees sharing their own role-model stories
- Host a short campaign conversation
- Include campaign messaging in existing wellbeing/ EDI programmes



MODEL: Encourage male leaders and colleagues to think about the influence they have.



AMPLIFY: Use your networks to take the message further.

Find out more: **that-guy.co.uk**

Become a campaign partner, contact:

CorpCommunicationsProjects@scotland.police.uk to join today.

A conversation guide for positive role modelling

This guide is designed to help you start conversations with colleagues and teams about the attitudes and behaviours that can contribute to sexual violence against women and girls and the role men can play in challenging them.

Everyone can play a part in preventing violence against women and girls. You don't need to be an expert to have the conversation. The aim isn't to have all the answers. It's to create a space for people to think about their attitudes, the influence they have on others and what they can do differently.

The messages boys hear about masculinity, women, sex, relationships, power and respect can shape what they come to see as normal.

All men have influence – through what they say, what they do, what they laugh at, what they challenge and what they allow to go unchallenged.

Being a positive role model isn't about being perfect. It's about recognising your influence and choosing what you pass on.

START THE CONVERSATION



Watch the campaign advert

Use the That Guy campaign advert as an easy way to open the conversation.

“Is this really about me?”

It can be easy to think that violence against women and girls is an issue that doesn't relate to us personally, particularly if we would never behave that way ourselves.

This is an opportunity to explore the influence we have on the people around us and how we can use that influence positively.

Use the following questions on the next page to get the conversation started. ———→

Open the conversation

- What do you think the advert is trying to say?
- Do you think it is achievable?
- What does being a decent role model mean to you?
- Do you think men see themselves as role models? Why/why not?
- Who was a positive role model for you when you were younger?
- What positive attitudes did you learn from the men around you in terms of relationships and women?
- Who do you think looks up to you or takes notice of what you do?
- What impact can sexist jokes, comments or “banter” have on women?
- What do younger boys and men learn when they see other men laughing along at sexist jokes or staying silent?
- What happens when inappropriate behaviour is repeatedly laughed off or ignored?
- How might women feel when they regularly experience unwanted attention, comments or intimidation?
- What could men do differently to challenge sexism?

If you have time, use these additional questions to explore some of the wider issues:

Influence

- Who influenced you growing up?
- What influence do you think you have on the people around you?
- Have you had a conversation with a partner, female friend or family member about what life can be like for them? Do they feel safe? What worries them about male attitudes and behaviours?
- What messages and behaviours could we pass on without realising? Think about whether they are positive or negative.
- Do you think men influence other’s men’s attitudes and behaviour?
- What behaviour do we want younger men and boys to see?

Speaking up

- What stops men from calling out inappropriate behaviour?
- Think about a time when you have witnessed harmful behaviour, conversations or banter. Would you react differently if someone made the same comment about your sister, niece, daughter or friend?
- Why can it be difficult to challenge a mate?
- What could make it easier to speak up?
- What could you say if a mate made a sexist or disrespectful comment?
- Does challenging someone have to mean having an argument?

Online influence

- Are you aware of the harmful content young men are exposed to online?
- How can social media influence attitudes towards women?
- Do you have conversations with male relations or friends about social media algorithms and how they can influence opinions and behaviours?
- What responsibility do we have for the things we share, like or laugh at?

Manosphere

For more insight into the manosphere, including its influence on attitudes towards women, relationships and equality, please [visit UN Women](#) for further information and guidance.

- What do you think the term “manosphere” means and what kind of content might be included in it?
- Why do you think some of these message’s appeal to boys and young men?
- What does content about being a man or “alpha” cross the line into something harmful?

CHANGE THE NARRATIVE

Positive behaviours

Think about the behaviours and attitudes we've discussed. What could we change, challenge or do differently? What positive behaviours could we add instead? We can all challenge some of the messages that boys and young men encounter.

Instead of:

- *"Men are supposed to be in control".*
TRY: Healthy relationships are built on mutual respect, trust and choice.
- *"Boys will be boys".*
TRY: Boys can learn how to treat people with respect – and we can help teach them.
- *"It's just a joke".*
TRY: What message does that joke send and who is at the expense of?
- *"That's just how men are".*
TRY: We get to choose what kind of men we want to be.
- *"It's none of my business".*
TRY: If I can challenge something harmful safely, I can help set a different standard.

Ask the group: *"What they could do day to day to help change the narrative?"* or *"What other messages do boys and young men hear? What do we want them to hear instead?"*

ACTION IT

Make a difference

This section is about turning that conversation into action and thinking about the small things we can all do to make a difference.

Ask the group: *“What does positive role modelling look like?”* and *“What is the one change thing you could do differently after this session?”*

Here’s what action can look like:



LISTEN: Take women’s experiences seriously.



RESPECT: Treat boundaries, choices and consent as non-negotiable.



CHALLENGE: Don’t let sexist or degrading comments pass as harmless banter. Don’t let it slide – If something isn’t right, don’t assume someone else will deal with it.



MODEL: Set the standard. Show younger men and boys what healthy relationships and respectful behaviour looks like. Think before you share – consider what you’re contributing to online.



TALK: Have honest conversations about relationships, sex, emotions and respect. Have a word – speak to a friend privately if something doesn’t sit right.



REFLECT: Ask yourself what your behaviour teaches those around you.

Facilitator guidance

- Keep it open – the aim is conversation, not confrontation.
- Don't expect everyone to agree – different views can create useful discussion, as long as it remains respectful.
- Challenge the behaviour, not the person in the group raising a point.
- Violence against women and girls happens across society. The focus is on what all men can do to challenge harmful attitudes and behaviour and help prevent sexual violence. If the conversation starts moving towards "that's a problem with other men", bring it back to VAWG can happen in every community.

What can we do, as men, to challenge when we see it? The conversation isn't about saying every man is responsible for violence against women and girls. It's about recognising that every man can have influence.

- Why this conversation matters? Violence against women and girls is a national emergency and the figures show why prevention matters. Police Scotland receive more than 200 reports of crime relating to VAWG on average per day. These are the crimes that are reported to police, we also know that many incidents of VAWG are never reported. In 2025/2026, recorded rapes increased by 10.8%, while attempted rapes increased by 14.3% compared to the previous year.
- Use the That Guy website to point to tips for men on how to step in without overstepping and how to use their influence positively.

Campaign links

For more information and resources to support the That Guy campaign visit: **that-guy.co.uk**

Instagram: **@ThatGuyScotland**

Facebook: **@ThatGuyScotland**

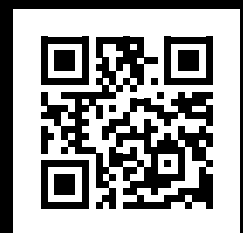
YouTube: **That Guy Scotland**





YOU ARE A ROLE MODEL. BE A DECENT ONE.

Your actions set the
standard for others.



Stop sexual violence before it starts.
Find out how at: that-guy.co.uk

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