



Activating Allies

Women leaders are switching jobs at the highest rates we've ever seen, and ambitious young women are prepared to do the same. To make meaningful and sustainable progress toward gender equality, companies need to go beyond table stakes.

The reasons women leaders are stepping away from their companies are telling. Women leaders are just as ambitious as men, but at many companies, they face headwinds that signal it will be harder to advance. They're more likely to experience belittling microaggressions, such as having their judgment questioned or being mistaken for someone more junior. They're doing more to support employee well-being and foster inclusion, but this critical work is spreading them thin and going mostly unrewarded. It's also increasingly important to women leaders that they work for companies that prioritise diversity, equity, and inclusion.

If companies don't take action, they risk losing not only their current women leaders but also the next generation of women leaders. Young women are even more ambitious and place a higher premium on working in an equitable, supportive, and inclusive workplace. They're watching senior women leave for better opportunities, and they're prepared to do the same.*



For many years now I've delivered women in leadership programmes that have helped close the gender gap, seen women step up, own their space and further their career development. This is only one part of the equation though so I'm delighted to add this important missing piece that focuses on bringing others along on that journey and ensuring we all work together to improve diversity, equity and inclusion.



Ally	Collaborator who actively supports and takes action to help others in marginalised groups, despite not being a member of that group
Bystander	Wants to help but not sure how, tend to worry about getting it wrong so likely not to take action or leave it to someone else
Individual	Not my issue, unaware and not interested. Doesn't see the problem or their role in supporting progress

*Women in the workplace report, McKinsey

Men as allies

An ally is often defined as someone who is not a member of a marginalised group but wants to support and take action to help others in that group. Allyship in the workplace is crucial for inclusion and equality.

My passion for gender diversity and levelling the playing field has seen me spend many years helping women take their seat at the table. The flip side of this coin is ensuring the seats are there and the table is accessible.

In recent years, an increased understanding of the powerful impact of male allies at work and at home has led many organisations to recognise men as allies as a critical component of their diversity and inclusion efforts. Men who are allies for women colleagues are crucial partners in achieving gender equality. Without that partnership, it's much harder to address the barriers and inequalities that women face.

Those who have seats at the table find they are often a lone voice or get an unfair workload in the DEI space because it's their passion but also they are the lone voice from that community so lead all the connected initiatives.

Due to the work we've been doing in this space there are often allies wanting to support but unsure how. Either through not knowing what to do or a fear of doing / saying the wrong thing. We are often waiting for permission to step forward and support in a space we're not sure how to navigate or if we've got the right to be in.



This programme is designed to help educate leaders and their teams on being good allies, including –

- What is allyship?
- Overcoming unseen barriers – why support is needed
- How do we best provide support?
- How does this affect me?
- What's the impact and how do we know it's working?
- Unlocking unconscious bias
- Privilege and how to use it
- How our organisations can engage and support allies

This unique programme includes –

- A bespoke workshop for your leadership team
- Staff sessions delivered in lunch and learn format
- Follow up check ins and implementation support
- Tailored to organisations needs, not off the shelf
- Shared learning and understanding, teams are talking the same language and sharing their experiences
- Additional resources to support implementation
- Practical strategies and proven experience

Obviously allyship goes beyond gender and this programme is available for all.

If you're already showing your commitment to closing the gender gap in your organisation and purchasing this programme alongside the Women in Leadership programme we'll reward your commitment with a discount.



Jess Stuart. International speaker, coach and author of six personal development books.

With a background in senior HR roles and a decade in the corporate world, Jess has been a senior leader herself and coached hundreds of others. Working with leaders across many countries and industries, businesses find Jess can speak their language.

A brush with burnout in her corporate career lead Jess across the world to train with Buddhist monks and Nuns. A decade later, after writing six books and running her own successful business she shares what she knows about mind-set, resilience and self-belief to empower people to unlock their potential.

Highly acclaimed event speaker and proud member of the rainbow community. Featured on TV3, BBC, RNZ, Dominion Post, Stuff and NZ Business Magazine. Described as inspiring, articulate and relatable by audiences. Jess has a passion for sharing her knowledge and motivating others with her words.

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Jess knows her content and is a really engaging passionate speaker.

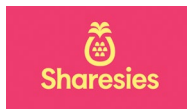
“

I came away with some great resources and many insights. I will be talking to others about what an amazing workshop it was, so beneficial.

“

Jess brings a positive, friendly and professional attitude that is infectious and inspiring.

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