

Actions for Advocates

A program from YWomen Corporate Gender Consulting

I will **LISTEN, LEARN, LEAD** and **have the WILL** to advocate for the recruitment, advancement, retention and equitable treatment of all women and other underrepresented groups in the workplace, utilizing a lens of intersectionality; realizing that everyone's experiences are unique.

I pledge to do one or more of the following...



LISTEN

Reach Out and Seek to Understand – I will actively seek out and listen to personal stories about their experiences in our company. I will be sensitive and genuine in my approach, and I will resist the urge to compare their experiences with my own experiences at the company.



LEARN

Mentor and Sponsor – I will seek out both formal and informal opportunities to serve as a mentor for all underrepresented individuals, realizing I will learn as much from them as they will from me. If applicable, I will sponsor them for roles with greater responsibilities.

Engage With the Research – I will seek out and examine the research regarding the experiences marginalized and underrepresented groups are having in the workplace. I will find and share current research with my team once a month during the coming year.



LEAD

Create a Departmental Business Case – I will create a departmental business case for diversity, equity and inclusion for my department or area of responsibility highlighting revenue, talent, or engagement. I will discuss it with my team once a month during the coming year.

Encourage Qualified Applicants to Apply – I will urge qualified individuals to apply for open positions and champion them with the hiring manager. If I cannot find a qualified candidate from an underrepresented group, I commit to developing a woman for the next opening.

Demonstrate Inclusive Leadership – I will be mindful of the impact words and actions can have on other people. I will act visibly and vocally to correct microaggressions or other actions that serve to exclude or diminish individuals from conversations and work activities. I will create teams with diverse members to reduce and eliminate the “Only” experience.



THE WILL

Actively Confront Discrimination When I See It – I will work to create and embrace a fully inclusive work environment where everyone can bring their whole self to work. I will support and embrace a policy of zero tolerance for sexism, racism, and all forms of discrimination.

Understand and Talk with Others About Privilege – I will acknowledge my privilege exists as part of a group I belong to due to my gender, race, socio-economic or other factors. I will choose to read and learn more about the privileges that I have and talk to others about privilege.

Engage Men – I will actively engage others, specifically men, in taking actions for advocates. I will invite men into the conversation and work to be a constructive part of the solution to secure their interest, engagement and commitment.

Be an Advocate – I will demonstrate my commitment visibly and vocally to support equality for all underrepresented or marginalized groups by committing to the advocate activities outlined above.

SIGNATURE

DATE



Jeffery Tobias Halter

Jeffery Tobias Halter is a Consultant, Author, Gender Strategist and the President of YWomen, a strategic consulting company focused on engaging men in women's leadership advancement. YWomen focuses on driving actionable business plans and strategies to help organizations create Integrated Women's Leadership Strategies. Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company.

Jeffery is a two-time TEDx speaker and the author of two books, including *WHY WOMEN, The Leadership Imperative to Advancing Women and Engaging Men*. His clients include IBM, Amazon, Bristol-Myers Squibb, Delta, Barclays and dozens of other Fortune 500 companies.

Engaging Men As Advocates

Jeffery Tobias Halter and the YWomen team work with organizations to develop actionable business plans and strategies to create Integrated Women's Leadership Strategies – and engage men as advocates in the process.

To assist in advancing women and underrepresented groups in your organization, here are **10 Free Tools** to help engage men in your DEI initiatives:

- [Male/Gender Advocacy Profile Quiz](#)
- [Actions for Advocates Pledges](#)
- [White Papers](#)
- [Gender Conversations QuickStarters: Staff Meeting in a Box](#)
- [Win\(e\)d Down Wednesday Podcast with Amanda Hammett](#)
- [Father of a Daughter Initiative Facebook page](#)
- [LinkedIn articles](#)
- [Twitter](#)
- [Free modules of Creating Gender Advocates virtual series](#)
- [Blogs and additional resources](#)

Free Tools

to help you
engage men in
your DEI initiatives



At YWomen our goal is simple: to provide companies tools and solutions to engage "ready-now" men to become advocates for advancing women and other under-represented groups in your company. YWomen also offers Keynotes, Executive Sessions and Full-Day Immersion Programs to move men from awareness to advocacy.

Get Started Today With Your Free Gift

Thank you for attending this session. To jumpstart your advocacy program, I'm sharing a special gift with you -- free access to the first two modules of the YWomen Creating Gender Advocates (CGA) virtual series.*

This six-module program outlines the steps you and your organization must take to create real and sustainable change.

MOD 1: Why Women – The Leadership Imperative FREE! [Click here](#) to get started today.

MOD 2: Creating an Integrated Women's Leadership Strategy for Business Resource Groups FREE! [Click here](#) to get started today.

Consider using CGA to provide 12 months of follow-up programming to explore differences and biases in the workplace and to design action plans to move your company from awareness to advocacy and action.

*This offer is only available to companies with over 1000 employees.

