

QUICK GUIDE

HOW TO ACTIVATE ALLYSHIP?

CHELSEA C. WILLIAMS
WORKPLACE & CAREER STRATEGIST | INTERNATIONAL SPEAKER
WWW.CHELSEACWILLIAMS.COM



Developed in collaboration with Chelsea C. Williams.

Disclaimer: The views in this resource are those of the authors and do not necessarily reflect the position or policy of PepsiCo, Inc. This information is not a substitute for individualized judgement or independent professional advice. Neither PepsiCo, Gatorade, nor any of the contributors hereto assume any duty owed to third parties by those utilizing this information. Programs using this information are encouraged to seek and obtain advice from professionals responsible for the health and safety of their programs.

© 2021 Stokely-Van Camp, Inc. All rights reserved.



WHAT IS ALLYSHIP?

Allyship is not an identity – it is a lifelong process of building relationships based on trust, consistency, and accountability with marginalized* individuals and/or communities.
– PeerNetBC

*Marginalized communities' are those who are targeted by oppression, including but not limited to: people of color, immigrants, refugees, LGBTQ people, women, Muslims and people with disabilities.

CHARACTERISTICS OF ALLIES



Deep Listener



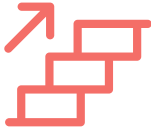
Life-Long Learner



Empathetic



Courageous



Action-Oriented

Allyship refers to the actions, behaviors, and practices that leaders take to support, amplify, and advocate with others, especially with individuals who don't belong to the same social identity groups as themselves. – Center for Creative Leadership

EXAMPLES OF ALLYSHIP

- **Speak up** when you hear or see racist, sexist, homophobic or transphobic actions & comments.
- **Champion representation** by highlighting underrepresented populations through partnerships, vendors, and media, etc.
- When someone from a marginalized community **invites you to an event**, go – be there to listen, learn and show your support.
- **Join local groups** working towards social justice. Subscribe to their e-mail lists, follow them on social media and show up to support their work.
- If you are a manager, ensure you are **providing equitable and inclusive opportunities** across your team (ex: compensation, stretch assignments, and pathways to promotions)

*Developed in collaboration with Chelsea C. Williams.
Disclaimer: The views in this resource are those of the authors and do not necessarily reflect the position or policy of PepsiCo, Inc. This information is not a substitute for individualized judgement or independent professional advice. Neither PepsiCo, Gatorade, nor any of the contributors hereto assume any duty owed to third parties by those utilizing this information. Programs using this information are encouraged to seek and obtain advice from professionals responsible for the health and safety of their programs.*

ALLYSHIP REFLECTION QUESTIONS



1. In which aspects of your identity do you experience power and privilege?

2. What active steps are you taking to broaden your awareness and understanding of identities and cultures different from your own?

3. How can you amplify the voices of marginalized communities with your professional span & scope?

Developed in collaboration with Chelsea C. Williams.

Disclaimer: The views in this resource are those of the authors and do not necessarily reflect the position or policy of PepsiCo, Inc. This information is not a substitute for individualized judgement or independent professional advice. Neither PepsiCo, Gatorade, nor any of the contributors hereto assume any duty owed to third parties by those utilizing this information. Programs using this information are encouraged to seek and obtain advice from professionals responsible for the health and safety of their programs.

© 2021 Stokely-Van Camp, Inc. All rights reserved.