

Keynote

Engaging Male Allies: Moving From Awareness to Advocacy



Imagine a gender equal world. A world free of bias, stereotypes, and discrimination. A world that's diverse, equitable, and inclusive. A world where difference is valued and celebrated. Together we can forge women's equality. Collectively we can all [#EmbraceEquity](#).

Program Objectives

The 2022 McKinsey Women in the Workforce study found that only 14 percent of companies are doing Allyship training. Since men still represent 75 percent of leadership of the 423 companies McKinsey surveyed, it's a given that we will never drive long-term systemic advancement for women without active male allyship.

Simply put, until we engage more men in diversity and inclusion initiatives, the status quo will continue in the workplace.

Not surprisingly, Dictionary.com recently selected "allyship" as the word of the year. Engaging male allies is about proactive action. It's a skill to be learned and honed in order to change the status quo and create inclusive work spaces.

What is your company doing to engage men to create an inclusive workplace that supports gender equity? Jeffery Tobias Halter's keynote, *Engaging Male Allies: Moving From Awareness to Advocacy*, is designed to help attendees create a deeply internalized approach to gender equity, with a lens of intersectionality and a sense of urgency that will drive a competitive advantage in the workplace and marketplace.

Jeffery's keynote will:

1. Examine "The Future of Work" and the long-term impact of Covid on advancing women and other under-represented groups, the impact of The Great Resignation and the shifting workforce demographics of age and race.
2. Explore the barriers that women are still facing and also the unique challenges faced by women of color.
3. Discuss the four barriers and the solutions to active male advocacy.
4. Enable attendees to create 30-, 60- and 90-day action plans that put their learnings into immediate practice.

Delivery Options

This keynote can be delivered either live or virtual. Additionally, it is available in several formats including:

- 60-minute keynote (including audience Q&A)
- Custom 60-75 minute keynote (a 30-minute keynote followed by a 30-45 minute panel discussion with your company leaders to weave these themes and tailor the conversation for your organization)



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 specializes in 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. His clients include IBM, Amazon, Bristol-Myers Squibb and dozens of other Fortune 500 companies.