

Engaging All Allies: Moving from Awareness to Advocacy

The latest McKinsey research highlights the realities (and myths) hindering women in the workplace. Lack of flexibility, corporate culture and attitudes, microaggressions, and the broken rung (which creates a persistent underrepresentation of women, particularly women of color) – must be fixed if senior leaders want to retain the best talent and halt inequitable outcomes.



Allyship may be one of the most important reasons people decide to stay or go.

Session Objectives

Jeffery Tobias Halter's keynote, *Engaging All Allies: Moving From Awareness to Advocacy*, is designed to help attendees create a deeply internalized approach to equity, with a lens of intersectionality and a sense of urgency that will drive competitive advantage in the workplace and marketplace.

"Allyship today must include everyone. While men still remain the most critical cohort to becoming better allies (as they still comprise 70% of organizational leadership), the latest McKenzie report points out that white women and women of color have significantly different experiences in the workplace. The same can be said for people of color, LGBTQ+, and other marginalized or underrepresented groups. Simply put, EACH of US needs to be better allies...to everyone"

– Jeffery Tobias Halter

Jeffery's keynote will:

1. Examine "The Future of Work" along with the shifting workforce demographics of age and race and their impact on advancing women and other underrepresented groups.
2. Explore the barriers that women and other marginalized groups face in the workplace.
3. Discuss the four barriers and the solutions to active advocacy.
4. Prepare 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.