### USTOMER RESPONSE SUMMIT October 5 - 7, 2020

### Allyship: A Needed, Authentic Relationship

### **KEYNOTE SPEAKER:**



Global Head of Inclusion and Diversity



## Inauthentic Allyship





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## Allyship requires....



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## Authentic Allyship



# 1. How much do you really know about the person?



## Take time to learn about the person, group or culture





## "You are the average of the 5 people you spend most of your time with." - Jim Rohn



# Take time to learn about the person, group or culture

- □ Start with authentic conversation with others
  - Be willing to learn more than what is obvious
  - □ Move beyond the fear
  - Listen to understand without judgment
  - Perspective taking the ability to take the perspective of someone else as their truth



# Take time to learn about the person, group or culture

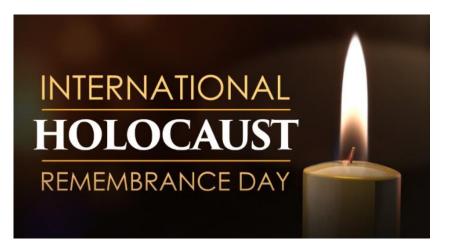
- Go deeper in your understanding (race, age, gender, physical ability, background, relationship status)
- Learn about the history, experience and the struggle





### □ Do a self-check about who you are as an ally











## Take time to learn about the person, group or culture

### Practice the Power of Empathy and Understanding



## 2. Do you keep your relationship a secret?



## Be the voice of the person absent from the room

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# Be the voice of the person absent from the room

- Speak up for under-represented employees, their needs, interests and roadblocks to access/advancement
- Move beyond the fear of the negative political or community backlash
- How can you help remove barriers and raise awareness
- Provide the platform for someone to share their voice or input



## **#PassTheMic**

#### We affirm that Black Lives Matter.

We have a duty to listen. And to help.

Starting tomorrow, Groupon is connecting its social media audience of 22 million with Black voices and allies who need to be heard.

It's time to #PassTheMic



#### 66

For Black women, silence [and omission] is often equatable to death. We go through enough silencing, suppression and harassment over our voices day in and day out."

-Clarkisha Kent, Nigerian-American writer & culture critic

**#PassTheMic** 





#### Thread

mongranacaus comingly referred to by net force once as seenal, remembered as being vivacious and adventurous. And she should still be here #SayHerName



**Charleena Lyles** #SayHerName

£

Groupon 🕝 @Groupon - Jun 4 Sandra Bland

Sandra was a graduate of Prairie View A&M University who studied agriculture. While there, she was a summer counselor, part of the marching band, and volunteered for a senior citizens advocacy group. #SayHerName



Sandra Bland SavHerName



Thread

NoJUSTice NoPeace @cbadplayer - Jun 5 Replying to @Groupon and @jertim Thank you for being a voice of the people for the people to enact real change 0 1 , **^**, 17

#### Scarlett Rabe 🍐 🌹 📀 @scarlettrabe · 3h

Clarkisha Kent took over Groupon's account for the day and, as ever, she's brilliant and marvelous! Black women, especially Black gueer and trans women, have always been the tip of the spear in the fight for progress. Please read this thread highlighting their calls for justice!

#### More replies

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YardySpice 🔀 🌉 @ABlackTweeter - Jun 5 Replying to @Groupon

17 1

I can't say enough good things about this strategy. No other company has literally handed over their company's account over to a black woman to speak on behalf of black women. If that isn't putting your money where your mouth is. I don't know what is.

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, <sup>1</sup>,



### Be the voice of the person absent from the room

### Lend your platform to someone who needs it

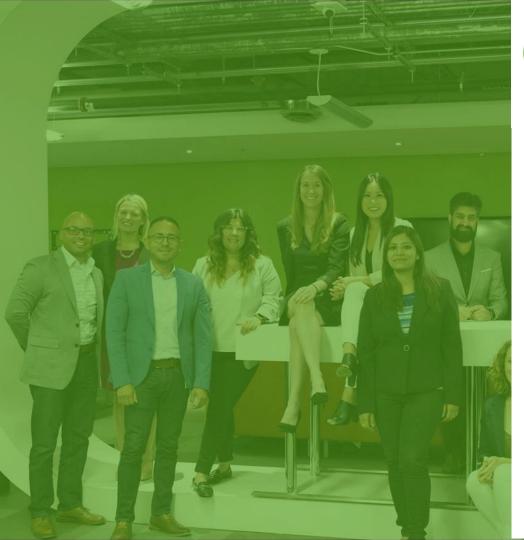
Speak up when you hear something inappropriate or incorrect and help create opportunity for others



### Your actions and support speak loudly

- What is your track record of your tangible commitment to support others internally and externally?
- Examples of Authentic Support
  - Policies and programs that provide opportunity and access
  - □ Show up and invite others
  - □Volunteer your time out of a sincere desire to help and make progress
  - □ Financially support minority/underserved organizations

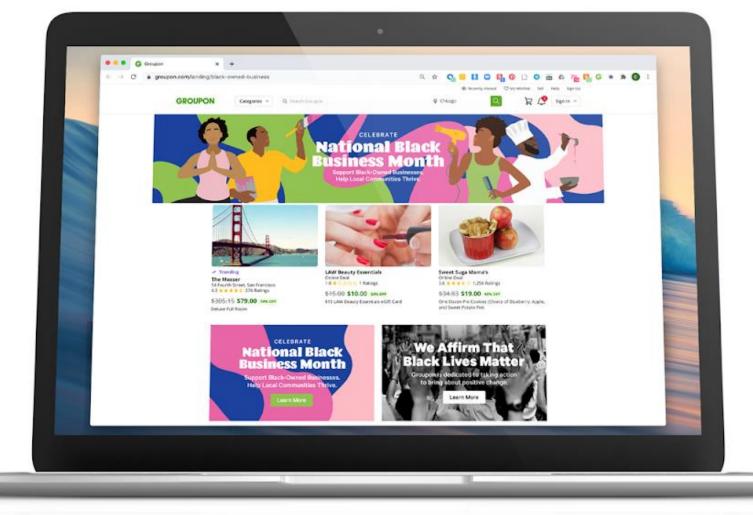




### **GREAT** LEADERSHIP PROGRAM

12-month program for cohort of 15 diverse mid-level leaders to train and position them for senior leadership opportunities

- Cohort Workshops
- Executive mentors
- External & internal leadership speakers
- External leadership coaches
- Employee/Cohort sessions





August is #NationalBlackBusinessMonth. Join us in celebrating Black-owned businesses all month long.

#### See translation





Follow

....

Show your love for a #BlackOwnedBusiness during #NationalBlackBusinessMonth. gr.pn/lucysflowers



1:14 PM - 26 Feb 2019



O +0 Instagram 6 Lucy's Flowers ... CELEBRATE **National B Business Mon** GROUE  $\heartsuit$ 

#### $\Omega$

27 likes

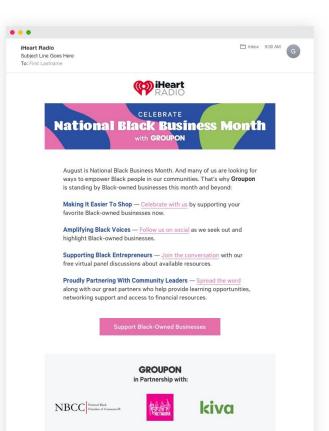
Lucy's Flowers It's #NationalBlackBusinessMonth! There has never been a better time to show your love and support for a #BlackOwnedBusiness. Check us out on Groupon! gr.pn/LucysFlowers marie mc Beautiful bouquets!

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## Take time to learn about the person, group or culture

### Practice the Power of Empathy and Understanding













## People will judge you by your actions and behaviors more than your words



## **Authentic Allyship**

- 1. Take time to learn about the person, group or culture
- 2. Be the voice of the person absent from the room
- 3. Your actions and support speak loudly





## **Questions?** LinkedIn – Corey Flournoy Twitter - @CoreyDwayne74



# **Untual**CUSTOMER RESPONSE

## Thank you for attending this session. This event will be available for on-demand replay.

