

Execs In The Know

# Virtual CUSTOMER RESPONSE SUMMIT

October 5 - 7, 2020

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Allyship: A Needed, Authentic Relationship

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KEYNOTE SPEAKER:



**Corey Flournoy**

Global Head of Inclusion and  
Diversity



# Inauthentic Allyship





Allyship  
requires...

# 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**

# 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



“

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

Wrong! Sandra being referred to by her first name is likely and remembered as being vivacious and adventurous. And she should still be here #SayHerName



**Charleena Lyles**  
#SayHerName

4 573 891



**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**  
#SayHerName

### ← 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

1



**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 queer 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



**YardySpice** 🇯🇲 🇺🇸 @ABlackTweeter · Jun 5

Replying to @Groupon

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.

1 11





**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



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\$15 LAW Beauty Essentials eGift Card



**Sweet Sugar Mama's**

Online Deal

3.6 ★★★★★ 1,254 Ratings

\$34-83 **\$19.00** 44% off

One Dozen Pa Cookies (Choice of Blueberry, Apple, and Sweet Potato Pie)



**Lucy's Flowers**  
Today at 12:33 · 🌐

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

Like Comment Share

1,035

Write something...

Instagram

**Lucy's Flowers**

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! 🥰

**Lucy's Flowers**  
@lucysflowers

Follow

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

1:14 PM · 26 Feb 2019

1 Retweet 11 Likes

iHeart Radio

Subject Line Goes Here  
To: First Lastname

August is National Black Business Month. And many of us are looking for ways to empower Black people in our communities. That's why **GROUPON** is standing by Black-owned businesses this month and beyond:

**Making It Easier To Shop** — [Celebrate with us](#) by supporting your favorite Black-owned businesses now.

**Amplifying Black Voices** — [Follow us on social](#) as we seek out and highlight Black-owned businesses.

**Supporting Black Entrepreneurs** — [Join the conversation](#) with our free virtual panel discussions about available resources.

**Proudly Partnering With Community Leaders** — [Spread the word](#) along with our great partners who help provide learning opportunities, networking support and access to financial resources.

Support Black-Owned Businesses

**GROUPON**  
in Partnership with:

NBCC National Black Chamber of Commerce®

kiva



**GROUPON®**

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

**Practice the Power of Empathy and  
Understanding**





**Your actions and support speak  
loudly**



**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 Flourney**

**Twitter - @CoreyDwayne74**

# *Virtual* CUSTOMER RESPONSE SUMMIT

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

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**Execs In The Know**