

## Roadmap for Action: Engaging Men as Allies

**Purpose of the roadmap** is to provide clear guidance and direction on action(s) and investment(s) requirement to realize the full impact of eliminating barrier(s) to accelerate gender parity in your respective organization. Activity phases delineate levels of sophistication and the migration from an internal to an external focus leading Collaborative members to be role models for other industries.

**Use:** aggregate roadmap data is used to install accountability and track progression of companies towards our ultimate goals. Roadmap data is assumed *directional* in nature and is not directly tied to company specific plans, budget and/or commitment. Once company status is assessed, executive(s) work within their company to identify immediate vs long term opportunities.

Phase	Roadmap milestone	Select/circle the number that best represents the current state of your organization*	Immediate action / opportunity	Long term opportunities
1	Implemented awareness / "training" program for senior leadership (CEO to VP) focused on increasing the depth and breadth of male allies in the organization.	0 1 2 3 4 5 6 7 8 9 10		
	Ensure internal women's networks/ERG strategies include initiatives supporting the expansion, increase and/or inclusion of male allies.	0 1 2 3 4 5 6 7 8 9 10		
2	Implemented awareness / "training" program for senior and mid-level leadership (directors and above) focused on increasing the depth and breadth of male allies in the organization.	0 1 2 3 4 5 6 7 8 9 10		
	Ensure employees are made aware of the company's point of view with regards to male allyship.	0 1 2 3 4 5 6 7 8 9 10		
	Recognize, communicate and celebrate male ally role models within the organization.	0 1 2 3 4 5 6 7 8 9 10		
	Create a community of male ally role models within the company who coach/mentor others, are spokesmen for environmental and systemic change, and connect with allies from other organizations to share best practices.	0 1 2 3 4 5 6 7 8 9 10		
3	Collaborate with academia to ensure training/attention on male allyship at university, graduate, and/or business schools.	0 1 2 3 4 5 6 7 8 9 10		
	Company participates in consortium research project to quantify effort and demonstrate return on male allyship investments.	0 1 2 3 4 5 6 7 8 9 10		
	Company speaks/publishes externally regarding importance of male allies; represents Collaborative best practices.	0 1 2 3 4 5 6 7 8 9 10		

\* 0 Not considered at the moment | 1-2 Under consideration/evaluation | 4-5 Budgeting/Implementation | 6-7 Activity completed | 8-9 Impact measurement | 10 Sustainable impact