



ALLY

The Neuroscience of
Advocating for Others



There's more energy than ever to increase diversity, equity, and inclusion

For organizations ready to harness that energy and help employees perform at their best, the NeuroLeadership Institute offers **ALLY**.

When people with influence speak up, others tend to listen and take action.

Based on our groundbreaking work with Microsoft, and our 7 years of success in consulting with organizations on diversity, equity, and inclusion, **ALLY** is a behavior-based, scalable approach to creating an equitable organization with three habits applicable worldwide. Allies use their advantaged positions to actively support colleagues in less advantaged positions. You can't grow diverse talent without a sense of equity, and as a result, your business suffers.



Identify Inequity

Recognize the impact of injustice and unfairness.



Increase Equity

Create more just and equitable outcomes.



Drive Change

Collectively activate systemic change.

Help create equity

Allies help create equity by supporting individuals and groups regardless of their own direct experience. Through our science-based approach, participants in **ALLY** will:

- Learn what allyship is, and isn't
- Realize their power to create more equity
- Learn how to daily create and sustain the right habits of allyship

To build equity in your organization, speak to your Senior Client Advisor
or email us at northamerica@neuroleadership.com