



**Thinking Strategically:  
Developing (and Growing) Your Ally Strategy**

**Background:**  
In the nearly 15 years since the launch of PFLAG’s Straight for Equality program, the concept of ally engagement in the workplace has become a core tenet of LGBTQ+ inclusion programs. Still, “engaging allies” is easier said than effectively done. In this session – designed for network group leaders and advocates – we’ll review how PFLAG developed its ally strategy and the key lessons about real inclusion and engagement learned along the way. Learning will focus on turning PFLAG’s theory of change into an effective and sustainable program. Then participants will be led through activities to develop (and fine-tune) their ally engagement strategies to ensure that the work is intentional, focused, intersectional, and effective. People will leave with a blueprint for their work of changing hearts and minds at work.

**Content Overview:**

- **How PFLAG got here...and lessons learned along the way:** Get an overview of the choices made that shape PFLAG’s ally engagement strategy and why they work
- **Where we are now and the new kinds of challenges that we’re facing:** How has ally engagement changed in recent years? How must this influence the development of new ally-focused strategies?
- **Develop a new engagement plan:** Participants will go through a strategizing activity to clarify their ally expectations, goals, needs, and considerations in order to begin developing a comprehensive engagement plan
- **Calls to action to fill gaps and engage dynamically in the workplace:** Discuss ways to fine-tune ally programs and make them work intersectionally.

<b>Recommended Session Length:</b>	90 minutes
<b>Target Audience:</b>	Network group leaders and advocates
<b>Participant Materials:</b>	Handouts
<b>Additional Information:</b>	For in-person sessions, this session is only available in a 90 minute format. This learning session is available in an interactive 60 minutes webinar format. This learning session can be modified to create a cross-network learning experience, focused on defining allyship across different diversity dimensions. This learning session can be customized for specific audiences as needed.

For more information on this session, contact Jamie Henkel, Learning & Inclusion Manager, by e-mailing [jhenkel@pflag.org](mailto:jhenkel@pflag.org) or call (202) 657-6998