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

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| **Session Description:**  The concept of ally engagement in the workplace has become a core tenet of inclusion programs. Still, “engaging allies” is easier said than effectively done. In this session—*designed for network group leaders and advocates*—we’ll discuss the path that led PFLAG National to develop its ally-engagement strategy, share key lessons about real inclusion and engagement learned along the way, and focus on turning a theory of change into an effective 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 opening hearts and changing minds at work. |

**Starter questions:**

1. What was the most difficult conversation that the PFLAG team had to have during the development of your ally program?
2. How do you handle it when there is a really wide gap between what you expect from allies and what they need to get there?
3. In your opinion, what’s next for ally engagement programs?