THE STATE OF ALLY PART 3: HOW PEOPLE BECOME BETTER ALLIES

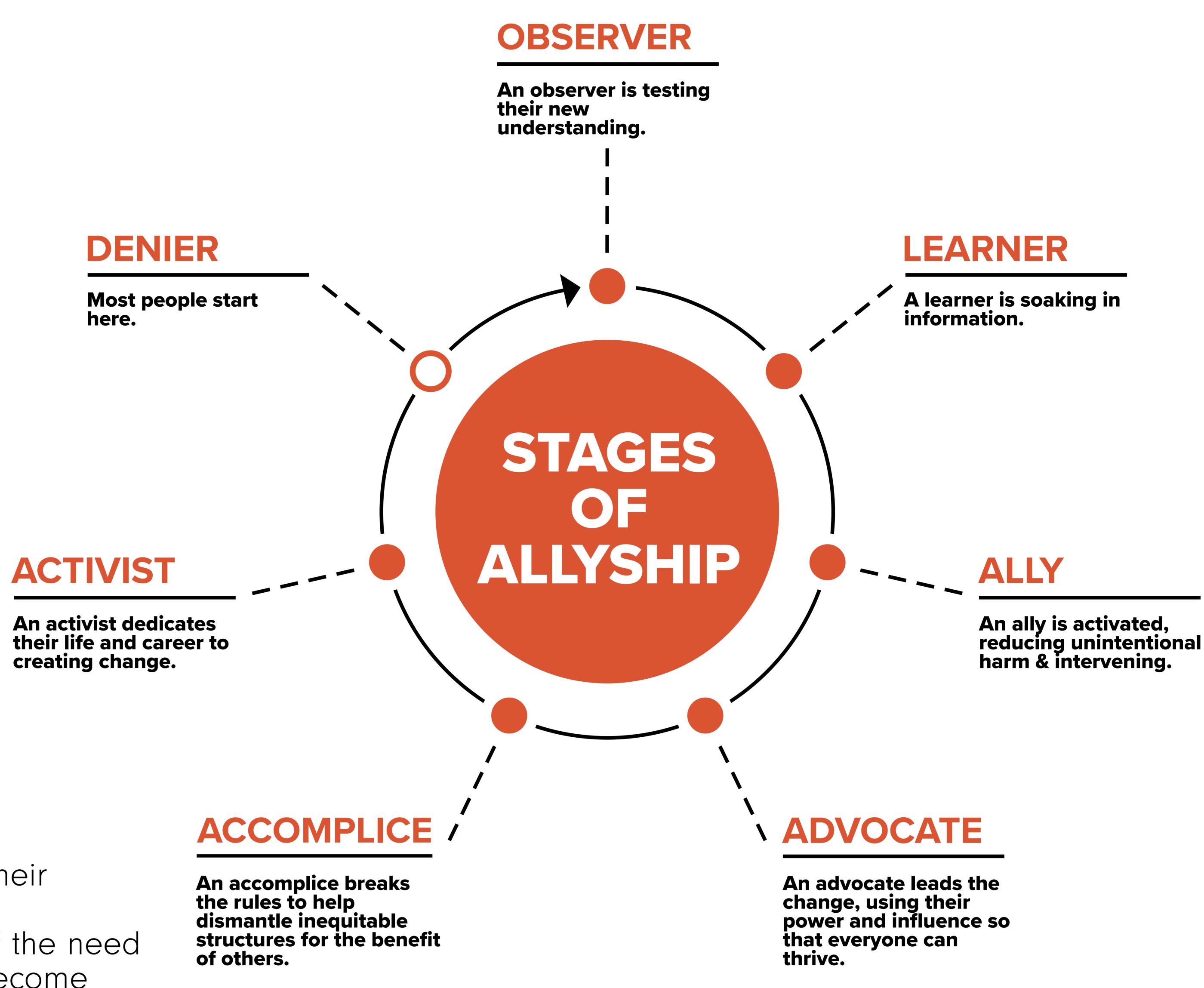
Here's what we've learned about allies in our latest research at Empovia. This is part 3 of a 3-part infographic series.

As we work to build more diverse, equitable, and inclusive companies, allies play a critical role.

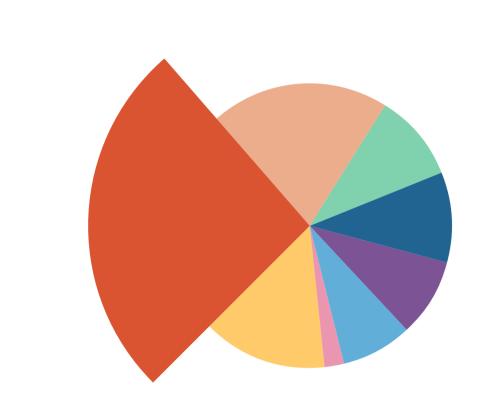
An ally is someone who learns, shows empathy, and takes action on someone else's behalf.

Empovia has found that allies move through a series of stages on their allyship journey. Just 3% of people are active **Deniers** of allyship. There are certainly many passive Deniers who are not yet aware of the need for allyship nor how to take action as an ally. They need ways to become aware of inequity, injustice, and exclusion through stories, data, and personal connections that build empathy.

Observers and **Learners** need opportunities to gain information and hear stories in a safe learning environment. **Allies** and **Advocates** need continued reinforcement and learning to sustain their positive actions. **Accomplices** and **Activists** require steady resources and support, training to understand what catalyzes behavioral and organizational change, and opportunities to regenerate from this emotionally draining but powerfully important work.

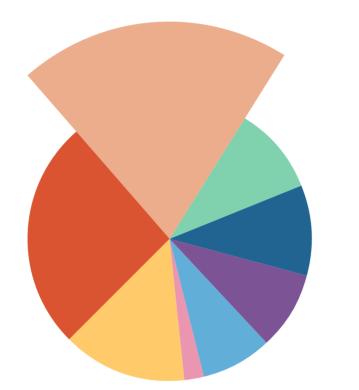


HOW PEOPLE LEARN ABOUT THE NEED FOR ALLYSHIP



26%

I learned about a negative experience a colleague or friend went through.



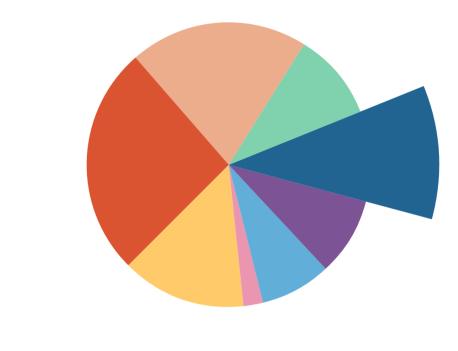
20%

I had a negative experience myself (e.g., harassment, bullying or discrimination).



10%

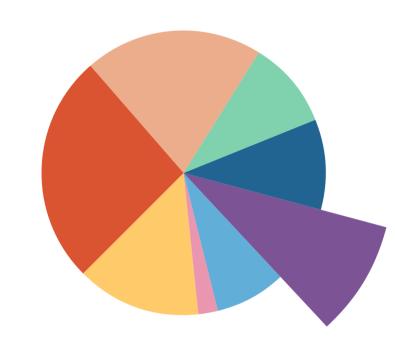
I learned about someone's experience at an event (e.g, conference, panel, protest).



10%

I went through

a training.



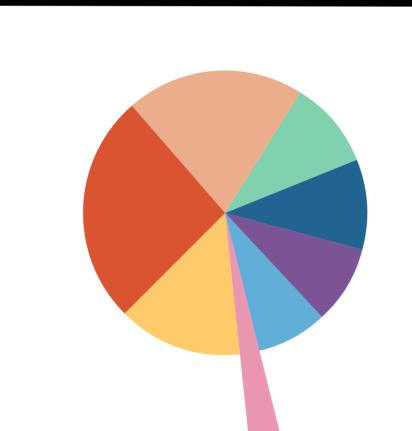
9%

I learned about a negative experience a family member went through.



8%

I saw something in social media, on the news, in an article or a book.



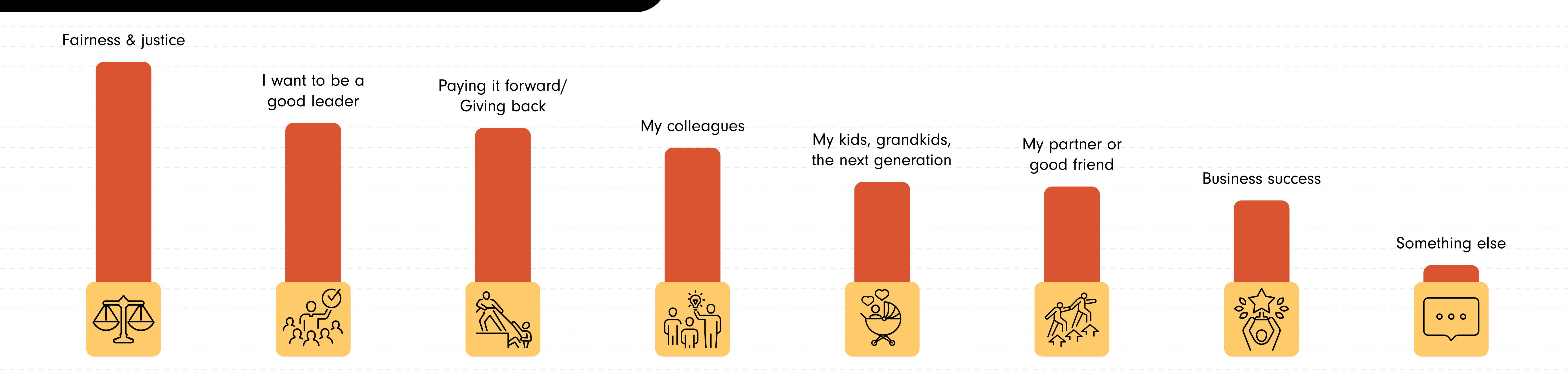
2%

Something else

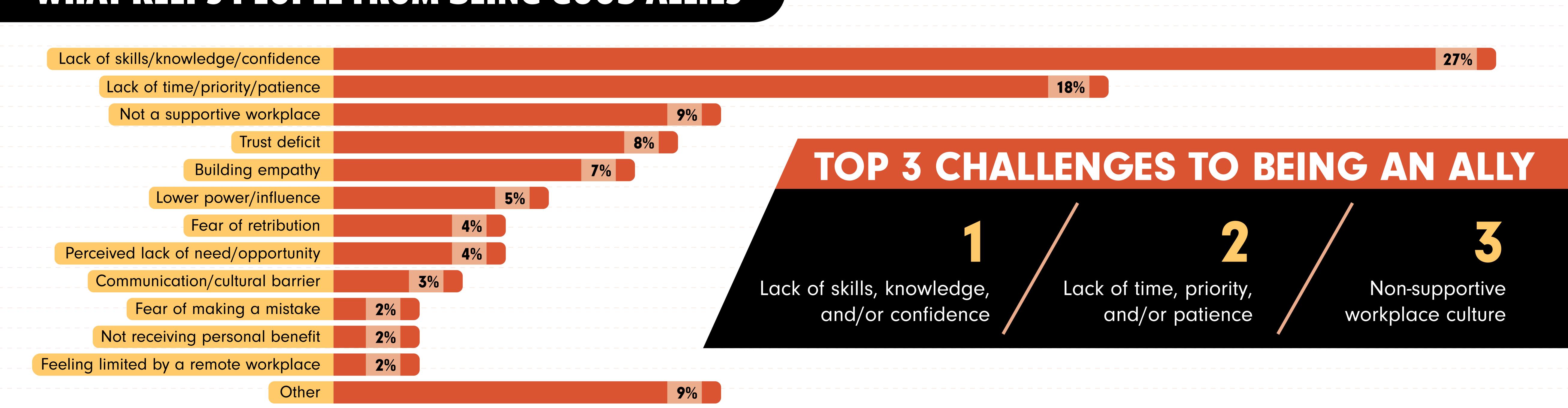


14%
I can't remember.

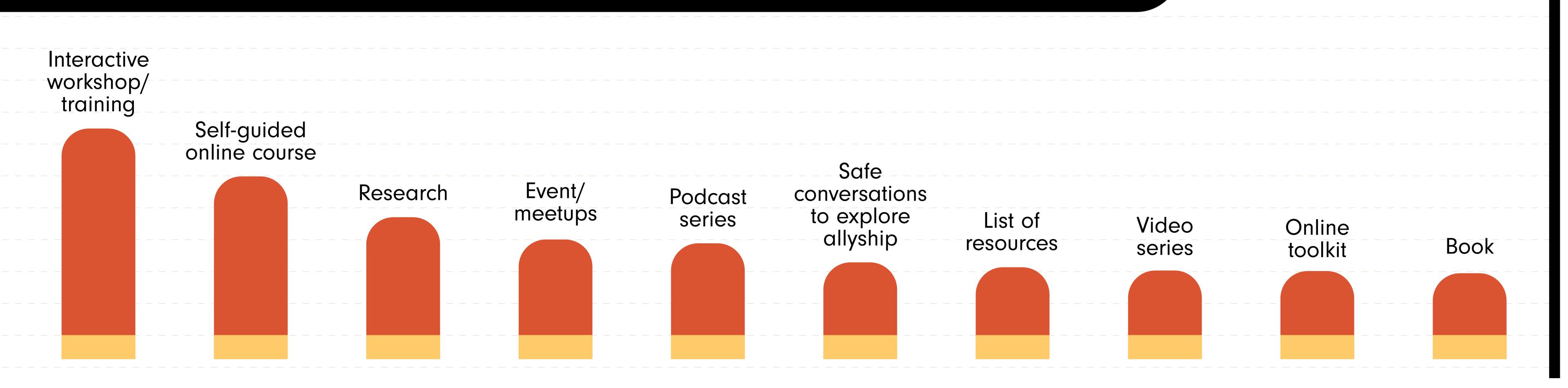
WHAT MOTIVATES PEOPLE TO BE ALLIES



WHAT KEEPS PEOPLE FROM BEING GOOD ALLIES



HOW PEOPLE MOST WANT TO LEARN ABOUT ALLYSHIP



Above all, people are interested in learning about allyship through training and online courses.

And training pays off: **93%** of people working at companies that provide training have at least one ally in their workplace.

People who work at companies offering training are **1.6x** more likely to be satisfied with their job and **1.2x** more likely to feel safe in their workplace.

By contrast, when companies don't offer training, employees are **4.3x** more likely to have zero allies in their workplace.





