STATE OF ALLYSHIP-IN-ACTION BENCHMARK STUDY

About the Study

This study is being administered by Integrating Women Leaders Foundation (IWL) headquartered in Indianapolis, IN in partnership with the Women Business Collaborative (WBC) headquartered in Washington, DC. It is the first nationally-focused study to measure the perceived practice of allyship to women in corporate America today, and will serve as a baseline measurement for comparison in subsequent years. The primary focus of the 2022 benchmark is allyship towards women in general with a plan to expand the focus in subsequent years to measure allyship towards other marginalized/underrepresented groups in greater depth.

The survey should take approximately 10 minutes to complete. Data will be analyzed across the entire base of people who have responded from a number of organizations, including Fortune 500 companies and midsized companies (minimum employee count of 250). All responses are anonymous and there will be no efforts to tie back any specific responses to an individual.

Sampling Goal
1,000+ men / 1,000+ women; mix of industries; mix of organizational levels and roles

Sampling Timing
The study will be open March 8, 2022 (International Women’s Day) to April 3, 2022. Surveys may be completed any time during this sampling window.

Sampling Guidelines & Best Practices

Large Enterprise (over 2,000 employees)
• Consider sending survey request to employees from a company executive.
• Consider mix of gender, levels and roles within the company.
• Copy and/or edit the employee messaging provided, or create your own.
• Plan to send at least two reminder requests — and consider sending a final/“last day” request on April 2 to entice those who “work on deadline” to complete the survey.
• Check out and promote the incentives below.
• NOTE: PLEASE AVOID PROMOTING THROUGH ERGs OR GROUPS FOCUSED ON ALLYSHIP OR MENTORING TO WOMEN IN ORDER TO AVOID SAMPLE BIAS

Midsized Company (250 to 1,999 employees)
• Consider sending survey request to employees from a company executive.
• Send request out to the entire organization to drive participation and qualify for incentives.
• Copy and/or edit the employee messaging provided, or create your own.
• Plan to send at least two reminder requests — and consider sending a final/“last day” request on April 2 to entice those who “work on deadline” to complete the survey.
• Check out and promote the incentives below.
• NOTE: PLEASE AVOID PROMOTING THROUGH ERGs OR GROUPS FOCUSED ON ALLYSHIP OR MENTORING TO WOMEN IN ORDER TO AVOID SAMPLE BIAS

Participant Incentives
• For participating companies who secure a minimum of 100 sample responses (50+ from men and 50+ from women), IWL will: 1) provide a complimentary admission to the 2022 Women’s Leadership Conference on June 8 & 9, to be used as desired ($429 value), and 2) offer a complimentary company-specific report for comparison of company results to the overall study.
• For individual participants, IWL will be selecting 10 winners from random drawing to receive admission to the 2022 Allyship Initiative Summit on September 14.
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Employee Messaging

Dictionary.com named "allyship" the word of the year in 2021! Understanding what allyship is and living it is foundational to establishing equitable workplaces for women and other marginalized or underrepresented groups in organizations today.

[INSERT COMPANY NAME] has been invited to take part in a research study focused on the perceived practice of allyship in corporate America. We are excited to be participating in this important project and ask each of you to please complete the survey — it should take approximately 10 minutes to complete. The data will be analyzed across the entire base of people who have responded from a number of organizations. Note that your responses are anonymous and there will be no efforts to tie back any specific responses to an individual.

One of the benefits of our participation is that we can look at our own State of Allyship-in-Action. Please be sure to enter [INSERT YOUR COMPANY CODE HERE] in the Company Code field at the end of the survey so that we will be able to obtain company-specific results.

Employees who complete the survey will be [INCLUDE COMPANY INCENTIVE HERE — CONSIDER DRAWING FOR ADMISSION TO THE IWL WOMEN’S LEADERSHIP CONFERENCE IN JUNE AND NOTE THAT MEN ARE NOT ONLY WELCOME, BUT ENCOURAGED TO ATTEND] and will also be included in a random drawing to receive one of 10 admissions to the IWL Allyship Initiative Summit in September.

Thank you!
STATE OF ALLYSHIP-IN-ACTION BENCHMARK STUDY
Frequently Asked Questions

Q. Why is this research on “allyship in action” being done?
A. Integrating Women Leaders Foundation (IWL) in partnership with the Women Business Collaborative (WBC) is conducting this first ever study to establish a baseline measurement of the perceived practice of allyship to women in corporate America today. To date, there hasn’t been much data or metrics collected on the actual practice of allyship to help guide leaders who are committed to building diverse and inclusive teams.

This first survey will focus primarily on allyship towards all women. The goal is to also expand this research in subsequent efforts to measure allyship towards other marginalized/underrepresented groups in greater depth.

Q. What is allyship and why is this important?
A. Great question! Dictionary.com named “allyship” the word of the year in 2021! It defined it as: “the status or role of a person who advocates and actively works for the inclusion of a marginalized or politicized group in all areas of society, not as a member of that group but in solidarity with its struggle and point of view and under its leadership”

Understanding what allyship is and living it is foundational to establishing equitable workplaces for women and other marginalized or underrepresented groups in organizations today.

Q. How is this information going to be used?
A. The responses from all of the participants will be rolled up to provide a picture of what is or isn’t happening in organizations today as it relates to allyship towards women. This will help organizations collectively understand where and how they can better train, support and hold their leaders accountable for stronger advocacy for female talent.

Q. Who is being asked to complete this survey?
A. The primary target respondent for this survey are female and male employees of mid-market and larger enterprise/Fortune 500 organizations. We are looking for a “representative sample” within those organizations encompassing all levels of talent within it—from entry level to top management.

Q. How many people are being asked to complete this survey?
A. In total, we are hoping to receive completed surveys from at least 1,000 women and 1,000 men. We hope to greatly surpass those numbers through our outreach and marketing efforts tied to this groundbreaking effort.

Q. Will my information be tied to me/any individual participant?
A. Absolutely not! This is an anonymous survey and confidentiality is also promised. There will be no efforts to tie back any responses back to specific individuals.
STATE OF ALLYSHIP-IN-ACTION BENCHMARK STUDY
Frequently Asked Questions

Q. Do I have to answer the demographic questions such as age, race/ethnicity, etc.?
A. No, but we hope you will. **Given the focus of this effort, it is critical that we know your gender.** Age, race, ethnicity, culture, and additional overlapping identities are contributing factors to the experiences of women advancing in the workplace. Although these questions aren't mandatory, your answers will provide valuable intersectional information that will enable a thorough assessment of the experiences of all women.

Q. How long will it take to complete the survey?
A. This survey should take approximately 10 minutes to complete but take as long as you would like! We hope this topic is important to you too. We have formatted the survey so that it should be easy to complete. We are also confident you will learn something too in completing it!

Q. When do we have to complete this survey by?
A. We are launching this survey on Tuesday, March 8, 2022 as part of International Women's Day. The survey will remain open until 11:59 pm PT on Sunday, April 3, 2002. We will immediately begin to analyze the results.

Q. When and where will the results be made available?
A. The results will be released on June 9, 2022 on stage at the 2022 IWL Women's Leadership Conference. Other communications will happen after through other channels/media outlets. You will also be sent an executive summary should you decide to share your e-mail at the end of the survey.

Q. Will my company see its results?
A. Yes, if your company elected to have a representative sample of its employees take it, make sure you know the company code assigned to your organization. Again, anonymity of individual responses is promised. Like the total sample, company numbers will be provided on an aggregated basis.

Q. Why are you asking for my e-mail at the end?
A. This is totally up to you and you don’t have to provide it. However, if you are interested in receiving the Executive Summary of the total results, we will need to be able to reach out. Additionally, provision of your e-mail immediately enters you into a drawing for one of 10 complimentary seats to the inaugural IWL Allyship Summit in mid-September.

Thank you for participating in this survey and sharing your opinions. They do matter and will help make a difference. We are better together!
ABOUT IWL

Integrating Women Leaders Foundation (IWL) envisions a community that inspires and empowers authentic, inclusive leadership in high-performing organizations and the personal development of women. Our authentic and passionate team acts as a resource for individual leaders and organizations that share our mission to tackle very real gender issues with optimism and proven strategies that work.

Our work is twofold. We are a resource for organizations and the individual woman. We also believe men are a critical part of the solution to gender equality and invite them to be a part of our work.

Driven by research, our work compliments a company’s HR, Diversity & Inclusion and professional development efforts. Studies show that women in leadership lead to an improved bottom line, yet the numbers show few women in leadership roles.

We equip women with the tools to connect and grow to realize their own unlimited potential. IWL Foundation develops existing strengths rather than weaknesses. Women do not need to be “fixed.” They are strong, dynamic and inspiring leaders. Our role is to develop the potential that is already in every woman.

Focusing on large-scale change, we work to engage women and men in critical discussions and learning opportunities that will drive action and create advantage for women in leadership. We need more women in these roles. We exist to make it happen.

Learn more at www.iwlfoundation.org

ABOUT WBC

The Women Business Collaborative (WBC) is an unprecedented alliance of 60+ women’s business organizations and hundreds of business leaders building a movement to achieve Equal Position, Pay, and Power for All Women in Business. Through collaboration, advocacy, action, and accountability, we mobilize thousands of diverse professional women and men, business organizations, public and private companies to accelerate change.

To propel women forward, WBC has united more than 60+ leading women’s organizations, activating our vast network to attain immediate and long-term results around nine essential action initiatives – more women CEOs, in the C-Suite and on Boards; a demand for gender and pay parity; increasing capital for women entrepreneurs; driving more women as controllers of capital allocation; parity for women in underrepresented business sectors such as technology; and leveraging learning and development to drive pipeline promotions. Interwoven across every initiative is our call for inclusivity, diversity and equality for all women, including women of color and the LGBQTIA+ communities.

Our movement and network, spearheaded by our Partners, Advisory and Leadership Councils, reaches over 1 million business organizations and leaders across the United States and globally. WBC is committed to diversity – our Councils and Board of Directors include more than 30 percent people of color. The power of combining the collaborative approach with our movement is already creating momentum and accelerating the pace of change for businesswomen.

Learn more at www.wbcollaborative.org