



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

Background:

In the 10 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 discuss the path that led PFLAG to develop its ally engagement strategy, the 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 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 (lessons learned)
- **Where we are now and the new kinds of challenges that we’re facing:** How has ally engagement changed over the past decade? How must this influence the development of new ally-focused strategies?
- **Develop a new engagement plan: Rethink the work in front of us:** Participants will go through a strategizing activity to clarify their ally explanations, goals, needs, and considerations in order to begin developing a comprehensive engagement plan
- **Acting differently: Calls to action to fill gaps and engage dynamically in the workplace:** Discuss ways to fine-tune ally programs and make them work intersectionally.

Recommended Session Length:	90 minutes
Target Audience:	Network group leaders and advocates
Participant Materials:	Handouts
Additional Information:	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 or call (202) 467-8180 ext. 210.