

NORTHERN POWER WOMEN
PODCAST
POWER UP
SEASON

How to go from Passive to Active Allyship with Rishi Jain

Why is it so vital that men get involved in the gender equality conversation?

- With the support and allyship of men we will succeed and make progress
- There's no denying that work needs to be done to ensure gender parity and equality. This work has to come from those who are benefitting from the inequality
- It's not about bringing people down to an equal level, it's about being that hand to lift others up so we can access the same opportunities

How can we encourage more men to become active supporters?

- Help people understand the reality of gender equality
 - Share resources, links to news articles, reports that show the real impact of inequality
- When fighting something like societal inequalities, it can sometimes feel futile, or that we're never going to make a real difference. Sometimes people need encouragement to see that even the smallest contributions can be the most valuable contributions
- Everyone has a part to play in the fight for equality and embedding a culture where people can debate, disrupt and innovate is crucial to the EDI agenda
- Embedding advocates across your organisation (not just those who work in D&I) will help create an inclusive culture where open conversations can be had

Top 3 tips for bringing to life an inclusive culture

1. Make equality, diversity and inclusivity relatable to all
2. Create a culture where people can challenge and debate decisions
3. No one has finished: there's always something that needs to be done and improved