

PoWEring Up Allyship

POWER
COLLECTIVE

In partnership with  morson
group

- [Adrian Adair](#), Chief Operating Officer at Morson Group
- [Afiya Amesu](#), Co-Founder of She Leads for Legacy
- [Julie Newton](#), Head of Inclusion at United Utilities
- [Ian Whilby](#), Consultant Adviser Growth Company

Don't be afraid of making mistakes

In times where you can see injustices happening, saying nothing is worse than saying the wrong thing. Don't let your fear of getting it wrong stop you from taking a stand

"It is a journey, I don't always get it right"
Adrian Adair

"You can never say the wrong thing if it's from the heart, the person receiving the will welcome it and point you in the right direction"
Ian Whilby

Deeds not Words

"Diversity isn't just a desirable objective, it's a necessity. Young people want to see real action and tangible steps to progress and advance the equality agenda. Social Media posts and empty pledges are no longer enough.

Young people want to be able to speak freely, they want a seat at the table and they want to see organisations make real commitment to change." Afiya Amesu

Be Intentional

Allyship isn't a quick win. It requires continuous effort and the desire to go out of your way to support others in need.

As Julie mentioned, the support she received from others in her early career was phenomenal, which has now led her to look for opportunities to pay it forward and guide others who were once in her position.

Look around you! Is there someone you can see in your network who would benefit from your advice? Invest in others and help them on their career journey.

"Doors aren't always there for people to open so if we can provide avenues, routes, corridors for people to find those doors and point them in the right direction then what a great place that will be" Julie Newton

Final Takeaways: How can you use your PoWEr for good?

Ian: Spread the message and keep going in making change

Julie: Influence every opportunity to improve mindset and raise the agenda

Afiya: Signal and signpost other people to opportunities that come your way

Adrain: Keep curious and don't be afraid to challenge

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