



# Beyond Performative Allyship

Ten Takeaways for Leveraging a Diversity, Equity and Inclusion Council



# Origin of Our Diversity & Inclusion Council



- Employee led Diversity & Inclusion Council proposal was brought to leadership in June 2020
- Fourteen member Council was selected in August of 2020
- Council application and demographics equally weighted
- 50 applicants applied whose titles ranged from Supervisor to Vice President
- Independent but supported through the Executive Committee

## Performative Allyship

“Condemning oppression of marginalized groups through broad gestures but enabling its effects in their own workplaces.”



# Purpose of Diversity & Inclusion

The Council's **goal** is to foster D&I awareness and to serve as active change agents. The Council develops diversity and inclusion priorities aligned with Transdev's mission. The Council's responsibilities are to:

- Identify diversity and inclusion resources and best practices.
- Advise the Executive Committee on diversity and inclusion strategies that align with the organizations' business goals.
- Develop opportunities to create a more inclusive workplace culture that values diversity.
- Invite and amplify employee voices from outside of the Council.
- Communicate the goals and provide transparency for which the success of goals can be measured.

## Shared 2021 Goals



**Increase Diversity**



**Reduce Gaps in Engagement**



**Track Data Streams**



## Takeaway #1: Harness Passion, Build Trust & Create Safe Spaces

*This Bus Runs  
on Passion!*

*Vulnerability  
Leads to Trust*

*That Safe Space  
Must be Maintained*





# Takeaway #2: Get Comfortable Being Uncomfortable

The DEI Council Presents



## ASK ME ANYTHING



## SESSION FEEDBACK

*"This has to be one of the BEST calls I have been on. It is meaty and real. I truly appreciate the openness of everyone."*

*"This session has been very valuable. I have a non-visible disability and am always trying to hide it around people but now feel more confident in being real!"*



## Takeaway #3: Build Structure and Embrace Flexibility



- Formalize a council charter document
- Document everything
- Expand/Retract as necessary
- Take the easy wins
- Share the load



## Takeaway #4: Play to the Team's Strengths

The Council is comprised of different individuals that possess different skillsets and organizational access

We all play an important role/position

Similar to a sports team, it is important for us to build our offense around our strengths to maximize productivity





## Takeaway #5: Continuously Engage Your Executive Sponsor



### Executive Sponsors:

- Gather support from leadership
- Serve as a sounding board to D&I Council
- Echo the council's boldness
- Bravely lead by example of what allyship should look like





# Takeaway #6: Eat the Elephant One Bite at a Time

**CARE.**



- Mentor@Transdev Women's Program Launched
- Content Review for Learning Management System

**SHARE.**



- 4 "Ask Me Anything" sessions held
- D&I Content Purchased
- Train the Trainer Facilitation

**DARE.**



- COMTO Internship Program Set Up
- Partnership with Historically Black Colleges & Universities
- College Career Recruitment



# Takeaway #7: Time and Money are your Most Valuable Resources



## Examples of Investment

- D&I Council Meeting Attendance
- Opportunity to talk at all-staff meetings, group level presentations
- Mentorship experience



## Examples of Investment

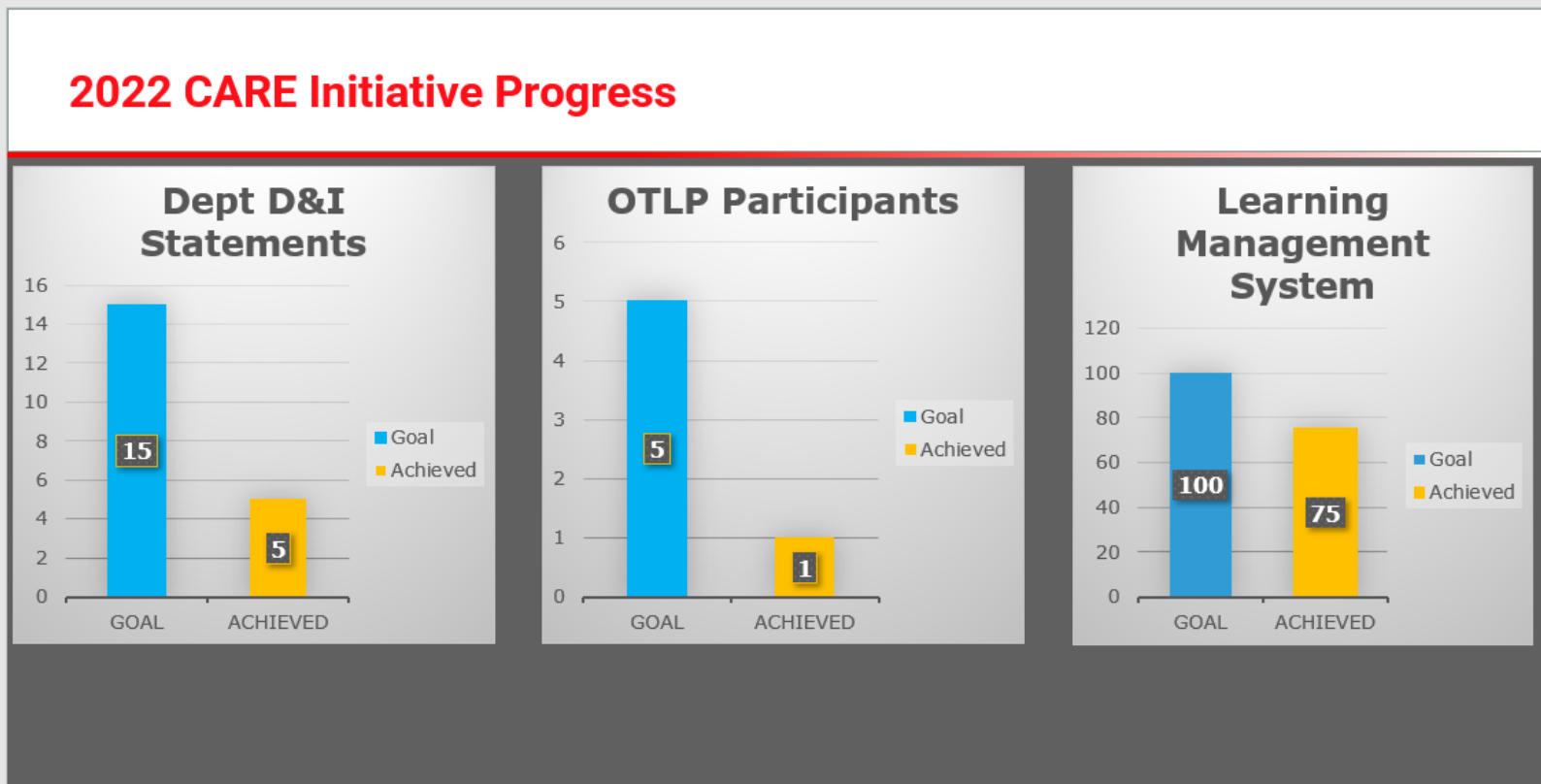
- Annual Diversity & Council workshop in person
- Education and content for D&I Council Members & Leads
- Presentations and networking at local and minority-focused events



## Takeaway #8: Don't Be Afraid to Ask Again



# Takeaway #9: Show Your Progress & Be Transparent





# Takeaway #10: Don't Forget the Individual Impact



Introducing

**MENTOR**  
@Transdev



*“Being new to the Director of Operations role for IntelliRide has offered many new challenges. Because of the Women’s mentorship program, I am able to reach out to Bill and bounce ideas off him on what has worked well for him. Bill has experience of working on both sides of the table (client/contractor) and is able to share insight into both which is greatly beneficial. **Bill challenges me by not just providing answers of what he would do but rather he ask questions to get me to come up with proposed solutions.**”*

*Participating in the Women’s mentorship program has allowed my confidence to grow in many ways. I have learned that even though I work in a predominantly male industry that I can add value to the organization and be successful. I have gained the confidence to speak up and voice my opinions/recommendations during staff meetings.”*

**-Stephanie Boschenreither, National Director of Operations,**



# 2023 DEI Summit



# 2023 Strategic Planning Process

28

Ideas

7

Priorities

4

Projects

Set  
Strategic  
Direction

Brainstorm

Identify  
Priorities  
(RACI)

Develop  
Roadmap

# Final Thoughts

## Authentic Allyship

*“Authentic allyship is not about amplifying your own voice, but rather listening to the voices of people within the organization and what they are saying.”*



- Commitment to learn, unlearn and participate in Diversity & Inclusion initiatives.
- Willingness to trust an all-volunteer Diversity & Inclusion Council
- Sponsorship of Road Map Priorities
- Fight Complacency and Be Bold!





# QUESTIONS & FEEDBACK

