



# Beyond Performative Allyship

## Ten Takeaways for Leveraging a Diversity & 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

*Safe spaces are environments where employees feel the **freedom** to make mistakes without lasting judgment or ridicule and where they can engage in critical, **honest**, civil, and **challenging** discussions about sensitive topics.*





# 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 then Embrace Flexibility

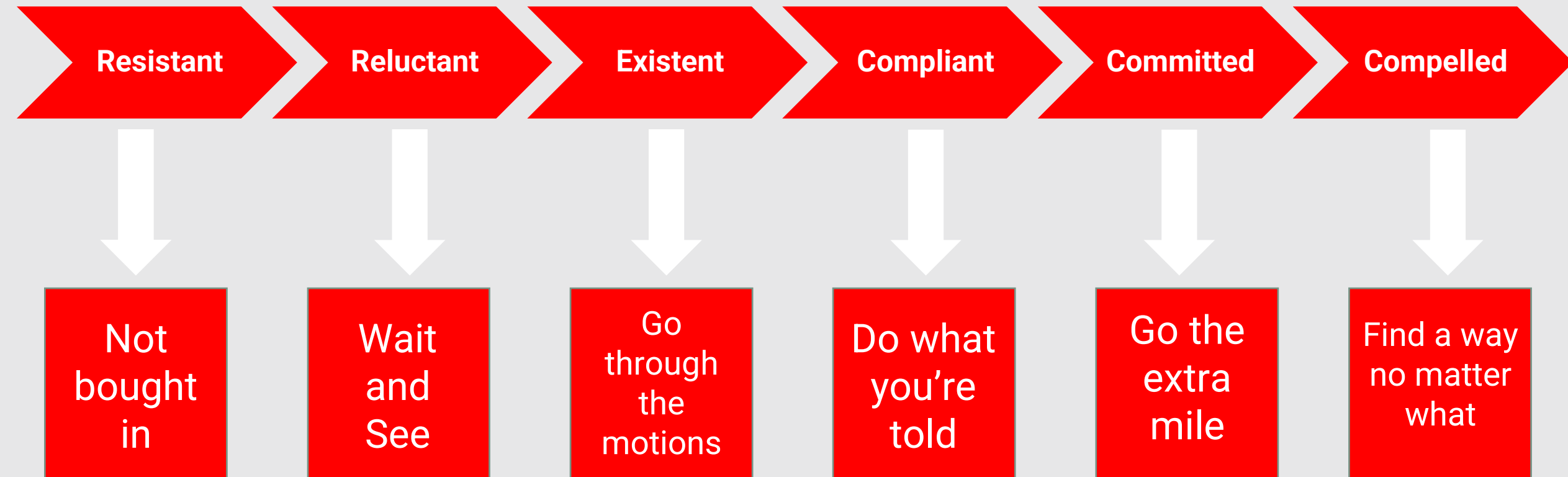


### COUNCIL STRUCTURE

- 2021 Roadmap Created
- D&I Statement Created
- Council Charter Approved
- Council Members Onboarded
- Workshop Held
- 2022 Roadmap Created



## Takeaway #4: Educate & Expect a Continuum of Commitment



## Takeaway #5: Invite an Executive Sponsor (or Two!)



### Executive Sponsors:

- Gather support from leadership
- Serve as a sounding board to D&I Council
- Encourage safe spaces to speak freely
- Bravely lead by example of what allyship should look like





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



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



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



- 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



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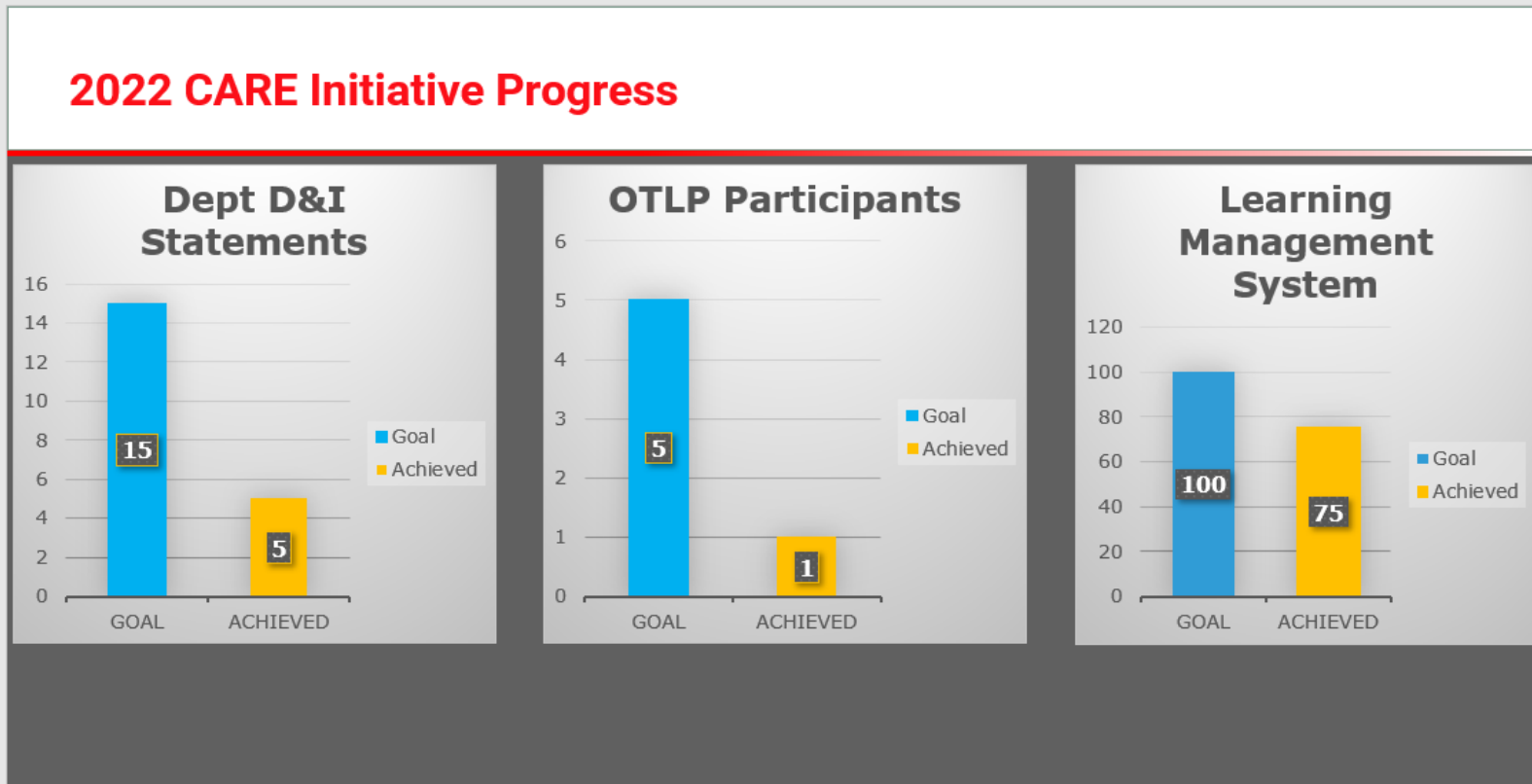
- Annual Diversity & Council workshop in person
- Education and content for D&I Council Members & Leads
- Presentations and networking at local and minority-focused events



## 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**



# The Anatomy of a Successful Council



**3,000 Hours of  
Volunteer Time**

**D&I Members  
Welcomed Over the  
Last 18 months**

**SMART Goals**



# 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
- Impact over intent



## QUESTIONS & FEEDBACK

