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.”

It is not about a slogan or a hashtag.
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

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

- **Resistant**: Not bought in
- **Reluctant**: Wait and See
- **Existent**: Go through the motions
- **Compliant**: Do what you’re told
- **Committed**: Go the extra mile
- **Compelled**: Find a way no matter what
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

Diversity & Inclusion 2022 Road Map | Confidential. Do not distribute.
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

2022 CARE Initiative Progress

- Dept D&I Statements: Goal 15, Achieved 5
- OTLP Participants: Goal 5, Achieved 1
- Learning Management System: Goal 100, Achieved 75
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