



ALLY CULTURE

al·ly¹ - verb - /ə'li/

1. Combine or unite a resource or commodity with (another) for mutual benefit.

At the culmination of the Stonewall Riots in June of 1969, the month of June became known as National Pride Month. This month is important in recognizing the contributions of members within our community that identify as LGBTQ+. In addition, it is equally important to acknowledge the continuous need for inclusion through the creation of an Ally Culture in all aspects of human endeavors, namely within the workplace.

According to the definition above, the core value in creating an Ally Culture is uniting resources with our fellow team members for the benefit of driving the company's mission and vision forward. Uniting resources necessitates one to be empathetic, civil, and respecting of difference as an opportunity to expand innovation. According to research by Josh Bersin, Ally Culture results in companies being 1.7 times more likely to be innovation leaders in the market. Furthermore, the Boston Consulting Group has done research stating that companies with a diverse Ally Culture make more money and drive 19% more Revenue. Serving as allies to our LGBTQ+ employees makes for a safe space for community members, but also services the company financially and creatively.

As we celebrate LGBTQ+ Pride month let the focus be on establishing an Ally Culture where every team member's voice is valued, respected, and included, not just in the month of June, but every month of the year. Ally Culture makes us better as a company, and empowers us all within the workplace so that we maintain our place as market driven innovators. Alliance and Inclusion is about making space for more voices to be at the table, it is not about eliminating the voice of one in order to overpower the voice of another. May we all be Allies 365 days a year so that Ally Culture is normative culture. Happy Pride Month!!

Love is Love,
Jamil Akim O'Quinn

