To be the catalyst that makes the world work better

We foster a culture of conscious inclusion and active allyship, where every IBMer can make a positive impact on society while bringing their authentic selves to work. We are building this through creating a more diverse workforce, cultivating a flexible work environment, enabling an inclusive culture, and advocating for equity, both inside and outside of IBM.

**Employee Experience**

We champion all diverse communities of IBMers and support every employee to thrive and bring their authentic selves to work.

**Accountability**

We harness data transparency to enable accountability, action and outcomes for increased diversity representation and inclusion at every level of our company.

**Advocacy**

We work to drive systemic change that creates opportunity for diverse communities.

**Allyship**

We provide training and support to help every IBMer be an upstander through inclusive behaviours.

See IBM 2022 ESG report: ibm.com/Impact
Every IBM-er is asked to Ally. Both inside and outside IBM.

I’m in.

Cultivating a culture that embodies inclusive behaviours and practices

What does it mean to be an Ally? Allyship is about listening and not monopolizing the conversation. It’s about awareness and action. It’s using privilege to be a powerful voice alongside an underrepresented community. It’s constant education. It’s accountability.
Allyship 2.0 - Panel

Anne-Roos Wasser (BuZa)
Mette Hersby (Shell)
Peter-Wim Gerssen (Shell)
Marijn Pijnenburg (IBM)
At Shell, our Powering Lives Goal is to become one of the most diverse and inclusive organisations in the world. A place where everyone feels valued and respected and has a strong sense of belonging.

OUR DE&I GUIDING PRINCIPLES

- This is for everyone.
- We will hold ourselves and others accountable.
- We will live our values.
- This is a learning journey.
- Progress is more important than perfection.
- Active ALLYSHIP is critical.
THE ALLY JOURNEY

- Being an ally can take many forms.
- The Ally Spectrum (Straight for Equality) recognises the different stages of being an ally:

The “I’m not really an ally... but I’ll listen” Ally
The “I’m starting to get it” Ally
The “I declared I am an Ally!” Ally
The “I’m focusing my time on learning” Ally
The “I’m talking about LGBT equality!” Ally
The “I’m Super Ally! Let’s change some laws and policies” Ally

Dutch Ministry of Foreign Affairs

Out There

HR: partner policies

Measure & benchmark

Allies & visibility

Communication

D&I Action Plan

Netherlands
Allyship 2.0 - Panel

Anne-Roos Wasser (BuZa)
Mette Hersby (Shell)
Peter-Wim Gerssen (Shell)
Marijn Pijnenburg (IBM)
AUDIENCE

MENTIMETER / QUESTIONS

“This is the mentimeter question”
ALLYSHIP 2.0 - Internal ally maturity

- Considering the Ally Spectrum below, where would you position your organisation when it comes to allyship INTERNALLY?

ALLYSHIP 2.0 - External Ally Maturity

- Considering the Ally Spectrum below, where would you position your organisation when it comes to allyship EXTERNALLY?

SMALL GROUP DISCUSSIONS (4-5 persons)

- What does next ALLYSHIP look like for your organisation?
- What are the key organisational shifts required to get to the next level?
Allyship 2.0 - Q&A

Anne-Roos Wasser (BuZa)
Mette Hersby (Shell)
Peter-Wim Gerssen (Shell)
Marijn Pijnenburg (IBM)
Allyship Tips: 10 Do's and Don'ts

Do:

Do activate a growth mindset to recognize your own privilege
You will use that privilege to lift others up.

Do confront your own biases
These biases, especially unconscious biases, influence your decisions and actions.

Do listen to as many voices as possible
Listen to the perspectives and experiences of those who are different than you.

Do amplify the voices of those without your privilege
Use your platforms to elevate those voices.

Do opt for willful awareness
Learn about oppressive systems and inequality in which you are participating.

Don’t:

Don't give up if you make a mistake
Be open to apologizing for and correcting your action.

Don't think that you are an expert on another community
Your role is to listen and learn.

Don't become defensive when provided criticism
Even if it is uncomfortable.

Don't make the conversation about you
As an ally, your voice should not be the loudest one.
Doing so can take the credit from the movement.

Don't rely on others to educate you
Actively research and seek out information on those for whom you are being an ally.