



Empowering change

The role of allyship in advancing inclusion

Capgemini's allyship journey



Women into Science
and Engineering

TOGETHER WITH: 

The IET logo, featuring the letters "IET" in a bold, green, sans-serif font.

What is allyship?

Allyship in the workplace refers to the practice of individuals, especially majority groups, or those in leadership and senior positions, actively supporting and advocating for colleagues from underrepresented or marginalised groups.

This involves taking actions to promote inclusion, speaking out against discrimination, and using one's position or influence to create a more supportive, safe, and equitable work environment for all employees.

Why is it important?

Allyship is not just a moral obligation – it's a strategic advantage. When it is embraced as a collective responsibility, allyship can lead to a healthier workplace culture, foster innovation, and ultimately drive business success.

Being an ally is especially crucial for those in leadership roles. Allyship helps leaders to learn and understand about the challenges employees might be facing, whilst enabling them to implement real change by removing potential organisational barriers and actively advocating for their success in a safe and inclusive workplace.

Allyship can be especially effective in organisations that have a higher percentage of colleagues who are men, as it gives them a clear role and opportunities to get involved and make an impact.



Capgemini's allyship journey



Capgemini UK recognises the power of allyship, and has embedded inclusion into its strategy at UK board level. Leaders reinforce this strategy by speaking about it internally and externally, as well as sponsoring employee networks and owning related objectives.

As well as this 'top down' approach Capgemini UK has national and local networks, that are empowered to make real change from the ground up. This is especially important for the UK Women in Engineering Network, given the underrepresentation of women in technical fields.

A recent example of allyship in action and collaboration across networks was the creation of a toolkit that is helping to grow the number of allies across the organisation.





How you can integrate allyship into your organisation

Foster an environment that welcomes all

Encourage everyone to be involved and educate themselves on allyship and the actions they can take to better support colleagues at work. Make it clear that all are welcome and ensure no one is excluded. Create a safe space where everyone can engage in discussion and share their thoughts and feelings. Respect must be a shared value, and it's important to regularly reinforce this.

Involve your leadership

The support of a senior leader can significantly impact the resources and opportunities available to employee networks. Capgemini saw this when an Executive Vice President became a sponsor of their Women's Network. His actions demonstrated the impact of allyship, and role modelled the behaviours that others can adopt as allies. He recognised the value of the network's work and used his influence to secure investment of time, budget and resources to support its growth.

What is a sponsor?

A senior leader who actively advocates for the career advancement or visibility of an individual or group, using their influence, networks, and resources to create opportunities.

Action: Use internal communication channels to engage with staff in a variety of ways. You could post on your intranet, present at an all-team meeting or get yourself on the agenda of smaller meetings to spread the message. Word of mouth can be a powerful tool for spreading awareness and sparking curiosity.

Action: Don't hesitate to ask for support. Invite colleagues to become allies and define clear roles, responsibilities and expected outcomes. This helps spread the workload and accountability.

Learning and development

"What does an ally actually do?"

This was asked to members of Capgemini's UK Women in Engineering Network, and they realised they didn't have a definitive answer. Capgemini UK recognised the need for an allyship resource and began by educating themselves.

Initially, they sought the support of WISE and undertook the WISE allyship training. This provided the foundation to rollout allyship training on a wider scale and develop supporting resources for the entire organisation.

Take what you learn and implement it

Following the initial training, they held workshops to identify barriers and challenges colleagues were facing. They shared stories of effective allyship and times where people wished they'd had an ally to support them.

They reviewed the resources and opportunities already available and consolidated them to provide refreshed support and training. Their allyship toolkit includes guidance on challenging inappropriate behaviour, expectations for managers, and real-world examples of allyship.

Continue learning

After sharing the resource internally, Capgemini UK found more resources around allyship which address intersectional nuances such as being an LGBTQ+ ally and anti-racism. They continue to update and expand their materials to deepen understanding and improve support. They plan to develop a practical workshop based on the toolkit, with measurable objectives and attendance tracking to assess impact.

Action: Creating the resources is only the first step. Ensure they are easy to find and regularly promoted. Managers should be familiar with these tools and actively encourage their teams to use them.

Action: Keep colleagues engaged by using diverse communication channels and delivery methods. Continuous learning is key—keep resources current and aligned with best practices.

How WISE can support your organisation

Training, workshops and consultancy

As part of our additional resources at WISE, we offer a specific training workshop on Allyship. The session is developed to support organisations with their journey in creating the inclusive culture they want to see within their workplace.

The session is interactive and facilitates a good balance of self-reflection and open discussions with up to 20 employees either online or in-person. By participating in this session, you will get a better understanding of what allyship is, how to become an ally and tackle the potential barriers to allyship, as well as have the opportunity to discuss the barriers and challenges of women (and other underrepresented groups) in STEM, and to self-reflect and acknowledge the impact of biases and privilege in the workplace.

Every organisation's EDI journey is unique, so it's important to get the right support. WISE offers a variety of bespoke consultancy options and additional services which can be utilised, for example:

- Inclusive Leadership consultancy
- EDI Coaching for HR
- Mentoring training

If you'd like to find
out more, please
contact

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A better world is built when every voice can thrive, and every idea has the power to shape the future. Diversity isn't just good for business; it sparks innovation that changes lives.

We're WISE, part of the IET, and we exist to unlock opportunity for women in STEM. Every barrier removed is a career unlocked. Every career unlocked is innovation unleashed.

We don't just advocate for change. We engineer it, through evidence, partnership and action.

We work with organisations ready to make real progress, challenging the status quo and dismantling systemic barriers.

Together, we create workplaces where talent thrives on merit, and ambition knows no limits.

Our mission is clear: a stronger, fairer and more successful STEM sector for everyone, regardless of gender, ethnicity, ability or background.

We are WISE - where progress isn't promised, it's made real.



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