

HOW TO BE AN ADVOCATE

**"It is no longer acceptable to
have anyone stand on the
sidelines. Equity and inclusion is
not an "opt-in" choice anymore."**

MAISHA WEBSTER

Vice President of Sales for Procter & Gamble



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Panel Moderated by Wendy Liebmann CEO of
WSL Strategic Retail

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to advance wellness*

HOW TO BE AN ADVOCATE

WHAT IS ADVOCACY?

"Advocacy is about actioning, publicly speaking out, and advancing someone else to where you are. It has the highest risk level because you have to offer your privilege to someone else in order to give them access, advancement, or development. It has the highest level of accountability to drive action and the highest level of accountability from an education standpoint, because you can't advocate for something that you don't thoroughly understand. When I call myself an advocate, I'm taking full responsibility."

MAISHA WEBSTER



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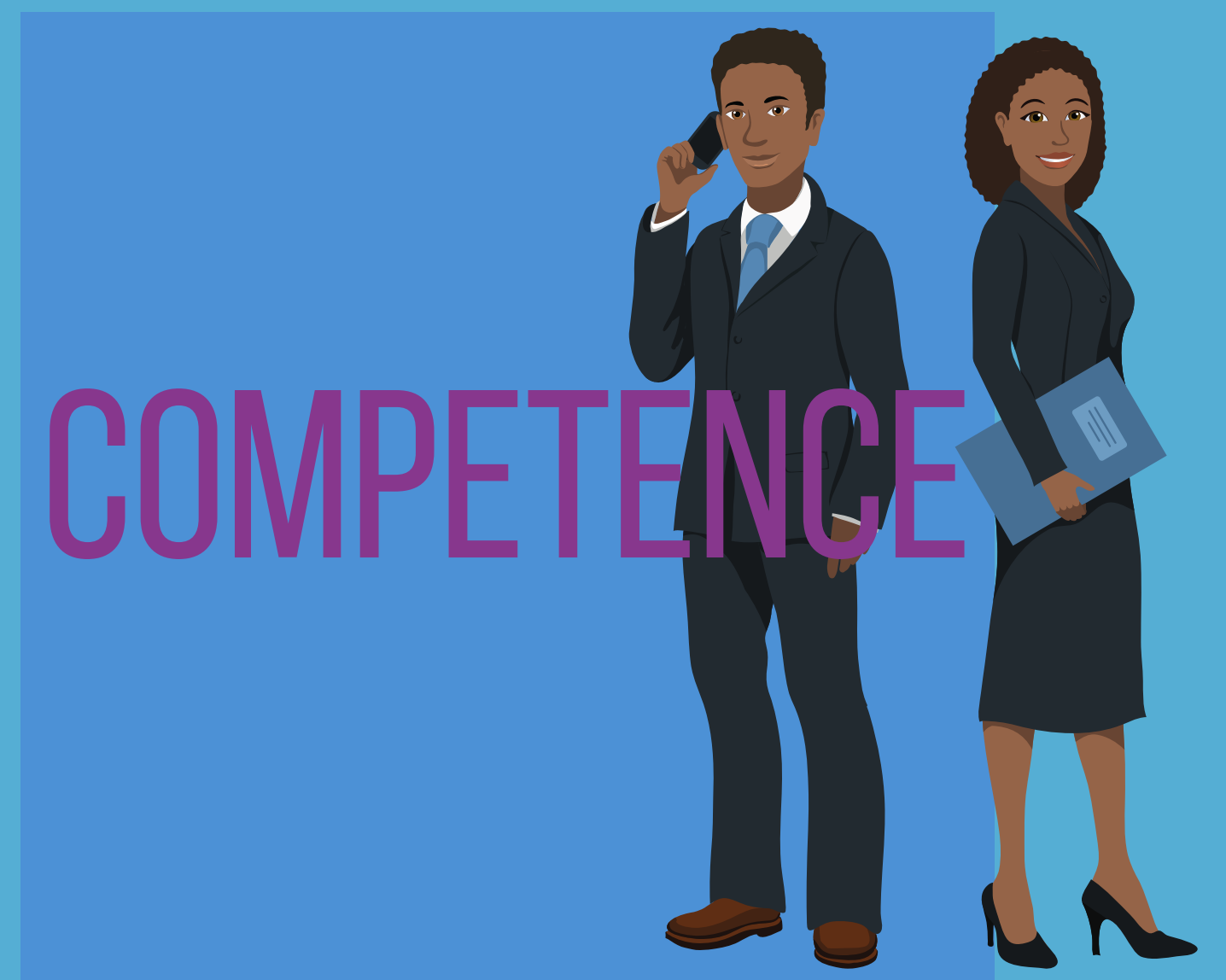
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ADVOCACY TAKES THE 4 CS

Roslyn Chapman

WE Board Member, Founder and CEO of The Chapman Edge, A Sales Consulting Company



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HOW TO BE AN ADVOCATE

HOW TO GET STARTED



BE COMPASSIONATE

"evolve your culture to create an environment where it feels safe to have critical conversations"

CHRIS SKYERS

*Vice President of Own Brands
Wakefern Food Corp.*

"embrace humanity and know you can't always expect people to look at the silver lining, especially at this time"

CARA SYLVESTER

BE COURAGEOUS

"speak up and say something when you see inequity"

CARA SYLVESTER

*Senior Vice President
Home Target*



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HOW TO BE AN ADVOCATE

HOW TO GET STARTED CONT.

BE COMPETENT

"set measurable goals"
CARA SYLVESTER

"treat advocacy like a business plan: put resources towards it, design a plan to accomplish it, and hold yourself accountable to complete it;
institutionalize advocacy"
MAISHA WEBSTER



HAVE CONSCIENCE

"continue to have conversation at the very leadership level of the organization and say 'what kind of culture do we want to foster for our employees?' and make sure that they're living that daily because change will come from that"
CHRIS SKYERS

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HOW TO BE AN ADVOCATE

HOW DO WE EVOLVE ORGANIZATIONAL CULTURES AND WHAT DOES PROGRESS LOOK LIKE?

"it's really about chronicling your actions, what actions are you going to put in place, to ensure that there's focus in these areas?"
CHRIS SKYERS

"advocacy really ignites when people feel like they know the individual, they know what they're advocating for, having these conversations inside companies and inside of industry events really helps bridge that "social distance" gap."
MAISHA WEBSTER

"making sure our employee base reflects our community and is able to advocate on behalf of our community"
CHRIS SKYERS

"looking at data at every level, examining the organization, examining where you got gaps, and then putting different strategies in place"
CARA SYLVESTER

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