

The background of the slide features a photograph of two men in business suits. The man on the left is smiling and looking at a smartphone held by the man on the right. They are standing in what appears to be a modern office or conference room with large windows. The image is overlaid with a semi-transparent orange-to-red gradient. In the top-left and bottom-right corners, there are decorative white wavy line patterns.

21st Century Leadership Lab
Preparing Men for the New World of Work

PRISMWORK

The Workplace is Changing...

Brave men want to be part of the solution when it comes to creating highly inclusive, highly productive cultures, but they need the tools, insights, and skills to partner with women and lead in this new world of work.

We want women to take their rightful place in leadership. We've spent years providing them with the insight, tools and skills they need to "make it in a man's world", but the world has changed and so has the workplace. With the rise of #MeToo, the influence of Millennials, and technology which is driving a new kind of transparency, as well as the freedom to work from anywhere at any time, it is becoming increasingly clear that what used to work at work, no longer does. **Succeeding in the new world of work requires a new type of leader.** One who not only understands diversity, equity and inclusion are critical to their company's success, but one who understands that thriving cultures are a competitive advantage for their colleagues their company, and themselves.

Forward-leaning and successful organizations understand that cultivating a culture of allyship and equipping men to succeed in mentoring women and thriving as allies is good for men, their colleagues, and the business overall.

New Skills Are Required...

21st century leadership is driven by the understanding that allyship, mentorship, sponsorship, diversity, inclusion, belonging, empathy, collaboration and more are foundational to individual, team, and company success.



In this new world of work, linking gender equity to leadership is vital. To create a culture in which men can be allies, we find it's essential to reframe gender equality as a leadership issue instead of a "women's issue."



True 21st century male leaders **advocate for policies and practices that improve the workplace for everyone** — especially those who don't look like them. Real male allies also step up when it comes to recruiting, hiring, and promotion practices.



Leaders in this new world of work create a workplace culture in which allyship is foundational — a workplace where curiosity, courage, confidence, caring, and commitment are valued traits. In this environment, men can support each other on the path to becoming an ally — acknowledging mistakes, holding each other accountable, and maintaining a learning orientation along the way.

Better allies are better leaders...

It takes a deliberate and intentional approach in developing the reflex and muscle skills of allyship.

Allyship has to be tactile, actionable and strategic—this isn't only a moral or intellectual commitment.

Beyond the irrefutable and mounting evidence for how organizations “win” when they become more gender-diverse at senior leadership levels, there is compelling evidence that **there are deep benefits to men when they become better allies.**

Research evidence demonstrates that men who develop a network of successful professional relationships with women

- have access to more information in more areas of the company
- make better, more balanced decisions
- have broader and more diverse professional networks
- have enhanced interpersonal skills (EQ) that helps them be better leaders.

But resistance remains...

“ If I can help our company increase the proportion of women and women of color in responsible positions, then I'm going to seize that opportunity. When I see organizations where the population they serve is 50% female and their leadership is 90% male, I think something dramatic needs to happen. I've taken those demonstrative steps. ”

In our work with government agencies (military, CIA, DIA), and corporations (e.g., Bloomberg, Cisco, Facebook, FedEx, Gucci, Wynn Resorts), whether the focus is on developing allyship and inclusive mentoring cultures, or addressing specific workplace culture issues, we find several common themes of resistance when working with male leaders:

- Some men are threatened by gender diversity and see the workplace as a zero-sum game;
- A few men are just not aware, or perhaps don't believe or take seriously the challenges women face in the workplace;
- Others believe that gender equality has been achieved and don't understand why this conversation is important.
- And still others are aware of the challenges, understand the importance, yet either don't see that it is their place to take action or don't know how.

Program Overview: Workshop

The 21st Century Leadership Lab for Men (The Art of Allyship and Gender Partnership)

(3 hours): This workshop is intended for male audiences. We start with the business case for full gender inclusion and how the 21st Century workplace is quite distinct from generations past. We listen to participants to discern their concerns about leaning in to collaborative relationships with women at work. Then, based on our research and organizational best practices, we launch into an intensive workshop on male allyship in the modern workplace. Using a variety of developmental exercises that allow participants to practice ally skills, we cover topics related to developing awareness, everyday interactions at work, professional relationships at work, disrupting status quo bias, and advocacy. We integrate a focus on specific challenges and opportunities that men may encounter in the workplace (e.g., holding each other accountable, confronting other men, ownership/role in gender diversity, healthy masculinities, backlash, advocating for women, cross-gender friendships, decentering, listening, responding to feedback, maintaining a learning orientation and growth mindset).

Workshop Objectives

- Stimulate thinking and awareness of the role of male leaders in the new world of work.
- Gain understanding of 21st century leadership.
- Benchmark personal effectiveness against 21st century skills.
- Role play scenarios to share learnings & best practices.
- Gain insights into preferred behavioral & engagement style.
- Hone key allyship strategies.
- Create a cohort of 21st century leaders.
- Empower participants to be ambassadors & evangelists for thriving cultures.
- Infuse learnings across the company.

Workshop Outcomes

“ If we are not willing to take the risk to engage fully with the purpose of creating equity, then we are not part of the solution. This requires men to be willing to be called out. Otherwise, we are not open to feeling uncomfortable with the truth. We have to reprogram our thinking.”

Before

- Discomfort
- Feelings of Threat
- Misunderstanding
- Paralysis
- Suspicion
- Uncertainty

After

- Assurance
- Partnership
- Empathy
- Action & Agency
- Advocacy
- Leadership

Additional Option: Keynotes

The Power and Importance of 21st Century Leadership in the New World of Work

(1 hour virtual keynote - General Audience):
Using social science research and our collective expertise, this keynote empowers audiences to recognize the fundamental changes within the workplace. Audiences learn about the elements of 21st century leadership including excellent gender-inclusive allyship and mentorship and other best practices for high-impact leader development. This session provides specific "how to" recommendations for leaders committed to partnering to co-create highly inclusive, highly productive teams and cultures.

What 21st Century Leaders Do and How to Develop Them

(1 hour virtual keynote - Male Audience):
Audiences learn about the elements of excellent gender-inclusive allyship and mentorship, including several best practices for high-impact leader development. This session provides specific "how to" recommendations for leaders committed to partnering to support others' career development. This keynote also introduces men to the elements of allyship, both personal and public/systemic.

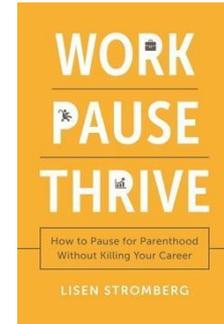
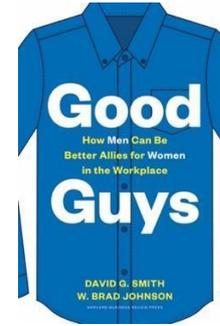
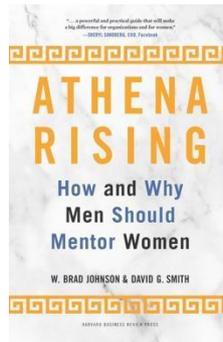
Additional Option: Leaders Panel

Leaders Panel - Leading in the 21st Century World of Work

(1 hour virtual panel - General Audience): Moderated by a member of our team, this panel of 3-4 company leaders will discuss the changing nature of the workplace and how they are finding new and innovative ways to create inclusive and engaged cultures. Leaders will discuss their experiences with cross-gender allyship, mentorship, and sponsorship. Audience will gain insight into how their leaders are paving the future for a thriving culture at your company. This will be an opportunity for audiences to connect more deeply with their leaders and learn how they too can become 21st century leaders.

The Team

- Experts on workforce and culture innovation with experience in human capital innovation, leadership development, diversity and inclusion, mentorship and allyship
- Trained scores of leaders across multiple industries & functional areas
- Worked with dozens of companies ranging from advertising agencies to tech start-ups to Fortune 500 companies



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PRISMWORK

We look forward to partnering with you.

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