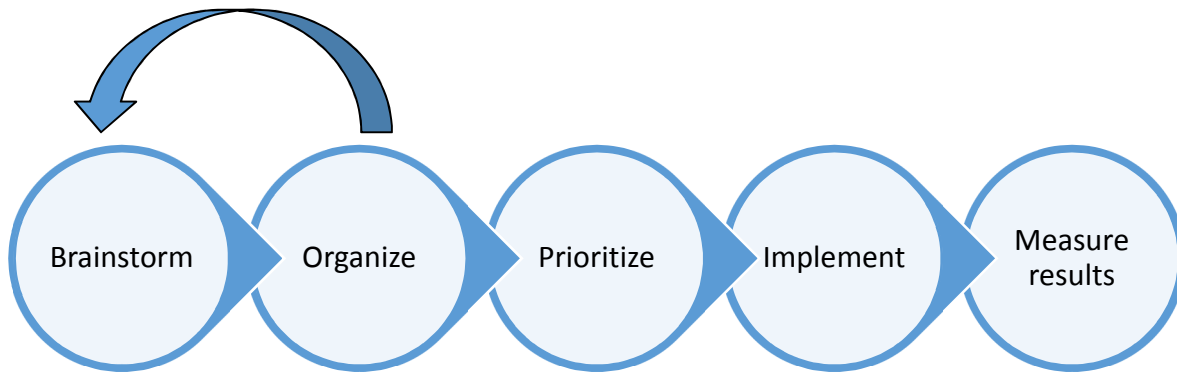
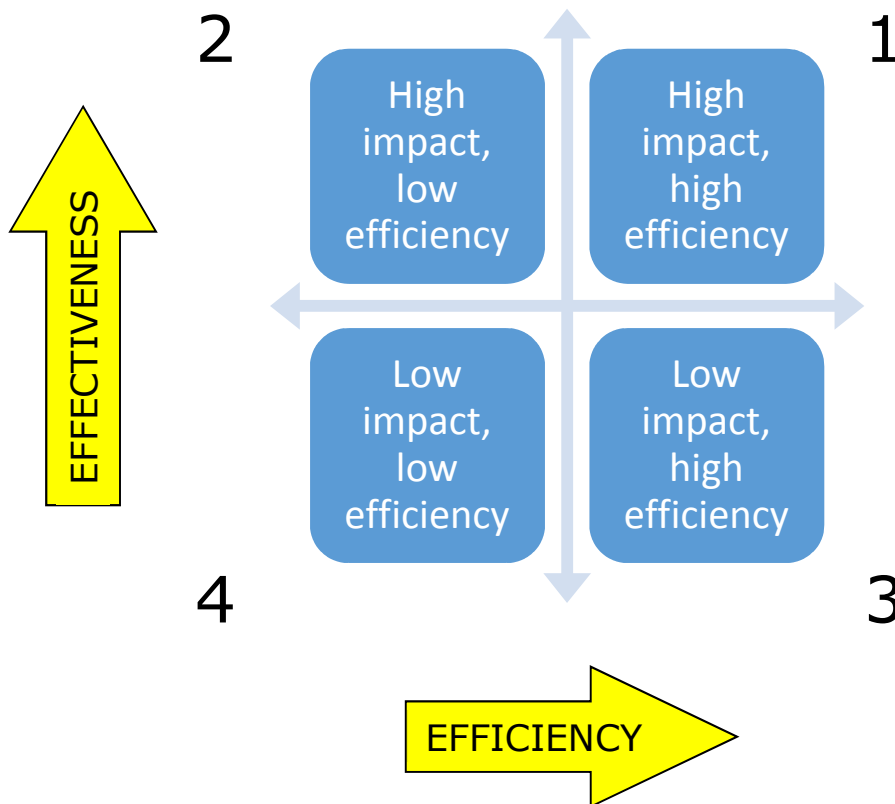


Strategic planning process



2x2 Prioritization matrix



Strategic goals

Create a more inclusive environment

Expand membership

Increase ally engagement

Expand network to be global

Tactical goals

Ally National Coming Out Day event

Seminars on challenges faced by LGBT community

Host joint events, like flying Pride flag on same day

Start social media group

Joint events with other ERGs

Volunteer at local schools

Become part of employee onboarding

Happy hour events

Ally artwork contest

Get involved with company recruiting efforts

Network with other ERGs in your company

Educate allies on how to be supportive

Series of articles on days of importance to LGBT community

Ally recognition event

Volunteer at the local LGBT community center

Group renaming/rebranding effort

Recruit members from other sites to chair local groups

Talk by senior leadership

Ally logo or symbol to display: magnets, posters....

Host workshop/other event at other global sites

Network with other companies in the area

Career development seminar

Set meeting times for maximum participation

Support for midlevel managers

Series of communications about LGBT achievements in your field for Pride month

Series of ally videos and ally profiles