



## ***MENtor ALLYSHIP PROGRAM 2022***

In 2021, with the generous support of KEEN, Camber launched the **MENtor Allyship Program** pilot with 27 industry leaders successfully completing last fall. This year the program is hosting three cohorts for senior leaders who identify as men seeking to dig deeper into the power of allyship and mentorship to advance a more inclusive, equitable, and productive Outdoor Recreation Economy. This innovative program is facilitated by Dr. Brad Johnson and Dr. David Smith, leading authors and researchers in the areas of gender in the workplace, mentoring, cross-gender allyship, professional ethics, and counseling from the United States Naval Academy and Johns Hopkins University.

The *MENtor Allyship Program* engages senior leadership at our Camber Partner companies to build skills and deliver systemic change through mentoring informed by diversity, equity, and inclusion (DEI) principles and the acquisition of the following skills:

- Allyship Literacy
- Mentoring Fundamentals
- Gender & Intersectional Fluency
- Effective Communication with Women-Identified Colleagues

By the end of 2022 Camber will have hosted four cohorts of Allyship totaling 95 MENtor leaders.



**Powering Inclusion  
Through Allyship,  
Mentoring &  
Sponsorship**



## **MENtor Allyship Program**

Leveraging allyship through mentoring to advance a more inclusive, equitable, and productive outdoor industry.

- Allyship Literacy • Mentoring fluency • Gender & Intersectional Identities intelligence
- Effective collaboration with colleagues who identify as women
  - Transferable allyship skills to racial and ethnic minorities



**Allyship  
Mentoring**

[www.camberoutdoors.org](http://www.camberoutdoors.org)

The 15 hour certification program is conducted in two phases:

- Phase I: ***MENTor Allyship Labs***: A two-session/three-hour training that imparts allyship and mentoring foundational skills
  - Provides the fundamentals of excellent allyship, mentorship and sponsorship based on research and organizational best practices.
  - Makes the business case for engagement of individuals who identify as men in diversity, equity and inclusion.
  - Explores the challenges of cross-gender professional relationships, as well as strategies for overcoming anxiety and reluctance about transparent and collegial friendships across gender to advance gender equity.
  - Explains -using evidence-based best practices- the “how to” for men, women, and organizational leaders who want to be intentional and inclusive leaders, leveraging deliberate allyship to create and sustain a more inclusive workforce to attract and retain a diverse workforce.
  
- Phase II: ***MENToring Journey***: A kickoff one session/two hour ***Mentoring Skill Development Webinar*** followed by a three-month mentoring period in which the executives put the acquired allyship and DEI-informed mentoring principles into practice (three hours per month for a total time investment of nine hours) and benefit from reverse mentoring with their paired leaders mentees. This phase is guided by the following monthly mentoring relationship milestones,
  - Month I**  
*Mentor*: Establishes a positive, trust-based relationship with the mentee and gradually discerns what career success would look like for her. *Mentee*: Works to articulate her ideal career path. Helps the mentor understand where she would like to go and what brings her joy in her work life.
  - Month II**  
*Mentor*: Having identified her career objectives, starts teaching, coaching, and challenging her to take on experiences she will need to get there. Provides insider information and constructive feedback as needed. *Mentee*: Shares concerns and areas for development and responds to the mentor's observations, guidance, and challenge.
  - Month III**  
*Mentor*: Incorporates deliberate Advocacy/Sponsorship and Networking of the mentee  
*Mentee*: As the mentor makes key introductions to people in his network and puts the mentee’s name forward for opportunities, she follows up, broadening her support base and network.

- ***MENtor Allyship End of Program Summation Webinar***: A one hour interactive “next steps” workshop with MENtors and Mentees. This final session,
  - Considers lessons learned and redefines the mentoring relationship moving forward.
  - Adds additional mentoring tools to pairs’ toolkit and plans for continued career momentum.
  - Reviews how the MENtoring journey positions participants to be DEI Ambassadors.
  - Discusses Sponsorship – What does world-class sponsorship look like? How can sponsorship tie into mentoring? How can mentors now begin to sponsor their mentees?
  - Proposes becoming a mentor-of-the-moment. How can MENtors influence their organizations in a way that shifts the culture to one where mentoring is ubiquitous even without being formally paired.

**Key Resources:**

- *Good Guys: How Men Can Be Better Allies for Women in the Workplace* (2020). Harvard Business Review Press.
- *Athena Rising: How and Why Men Should Mentor Women* (2016). Harvard Business Review Press.

**Other Resources:**

- [How Men Can Become Better Allies to Women](#)
- [Men Can Improve How They Mentor Women. Here’s How](#)
- [Male Allyship Is About Paying Attention](#)
- [How Men Can Confront Other Men About Sexist Behavior](#)
- [Mentoring Someone with Imposter Syndrome](#)
- [Men Can Improve How They Mentor Women](#)
- [Great Mentors Focus on the Whole Person, Not Just Their Career](#)
- [The Best Mentors Think Like Michelangelo](#)
- [Male Mentors Shouldn’t Hesitate to Challenge Their Female Mentees](#)

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