

ADVOCACY IN ACTION



NextUp Advocacy in Action (formerly NextUp Beyond Allies) is a 6-week virtual program, developed for men but open to all leaders, focused on actionable steps in workplace advocacy and allyship.

This program emphasizes **the crucial role of emotional intelligence** and personal motivation, and participants actively engage in thought-provoking exercises, learn data-driven insights, and join collaborative discussions. Participants will learn to shape perceptions, guide choices, and foster meaningful relationships within their teams and organizations.

Going beyond theory, Advocacy in Action is **a hands-on experience**, teaching practical strategies for amplifying emotional and social skills in the workplace and fostering allyship. Join us on this dynamic journey where advocacy and allyship are actively pursued and translated into impactful action.

Key Program Features

- Acquire and enhance essential skills that promote workplace equity
- Be empowered to proactively identify and implement solutions for advancing equity.
- Engage in collaborative discussions with peers within a supportive environment, leveraging diverse perspectives. Share reflections and actively practice skills to enhance your learning journey.

Program Outcomes

- Cultivate a community of leaders who proactively **drive equity** within their organizations.
- Empower leaders to contribute to the creation of a **truly inclusive** workplace culture.
- Equip leaders with practical tools and insights to translate advocacy and allyship into **impactful action**.

Program Highlights	5 Self-Paced On-Demand Modules	Weekly Interactive "Advocacy Lab" Discussions (Zoom)	Mixed-Company Cohort Community
	EQ-I 2.0 Assessment with a Full Report and Debrief	Bonus – EQ Deep Dive Group Coaching Session w/ certified EQ Coach	Personalized Action Plan

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WHO SHOULD ATTEND?

- All people-leaders

COST

- \$575 per participant

2024 PROGRAM DATES

• Spring Cohort:

- March 6 - April 11
Registration: 1/2 - 2/29

• Fall Cohort:

- October 2 - November 7
Registration: 8/1 - 9/28

COMMITMENT

- **6 weeks** (weekly Live-virtual sessions)
Total program activity: 12 hours

TESTIMONIALS

“Prior to the course I felt that I was doing the right thing. Throughout the course I realized that **much more effort was needed to support women** within the workplace and building relationships and trust, as well as support was needed on my part.”

- Past Advocacy in Action participant

“Advocacy in Action is a great opportunity for men to be open and honest about what they are seeing as well as being vulnerable to new thoughts about how they can **show up to be an ally** for not only women but other disenfranchised groups.”

- Past Advocacy in Action participant