



Members | Advisory | Careers

Research Partner Pack 2025

Seeing is Believing 2.0 - The Power
of Allyship

lgbtgreat.com



DO SOMETHING GREAT

What is the purpose of the research?



The purpose of the research is to explore how authentic allyship can drive diversity, equity, and inclusion (DE&I) within organisations and beyond.



This global research will provide clear and actionable insights. The research will ensure that the principals are informed by LGBTQ+ and other under-represented, talent communities.



By focusing on year-round allyship and intersectionality, the research aims to empower businesses and leaders to foster inclusive cultures that resonate with everyone.



We have designed an exclusive Headline Sponsorship package to support you in maximising value.



As a Research Partner, you will participate in a ground-breaking piece of research to advance the power of allyship around the world.



What are the objectives of the research?

1	Conduct the first global market research to understand what makes an ally in the eyes of talent, clients and customers.
2	Conduct interviews with employees and business leaders to understand their perspective(s) on allyship and visibility.
3	Develop a year-round allyship framework to cover personal qualities, actions, and skills which can be leverage by everyone.
4	Capture perspectives around real-world allies and how organisations can improve visibility.
5	Develop a series of spotlights for effective allies, particularly, featuring white cis-gendered men who are helping to drive progress and change.

Research Partner – what's involved?



1. Research Partner Status

Inclusion of your logo in the report

2. Branding Recognition

Inclusion of a quote in the report or social media

3. Roadshow Partnership

Hosting of a roundtable(s) / workshop(s) with your people for the qual. fieldwork

The Research will provide you with a tool to engage your people, across offices and locations.

What will you gain?



Comprehensive Research Report

The key findings and recommendations will be presented in a detailed PDF report for stakeholders.



Executive Summary Report

A concise, reader-friendly PDF will summarize core insights for quick executive access.



Launch Event and Global Webinar Access

We will host public and corporate events to share the research findings and engage with stakeholders.



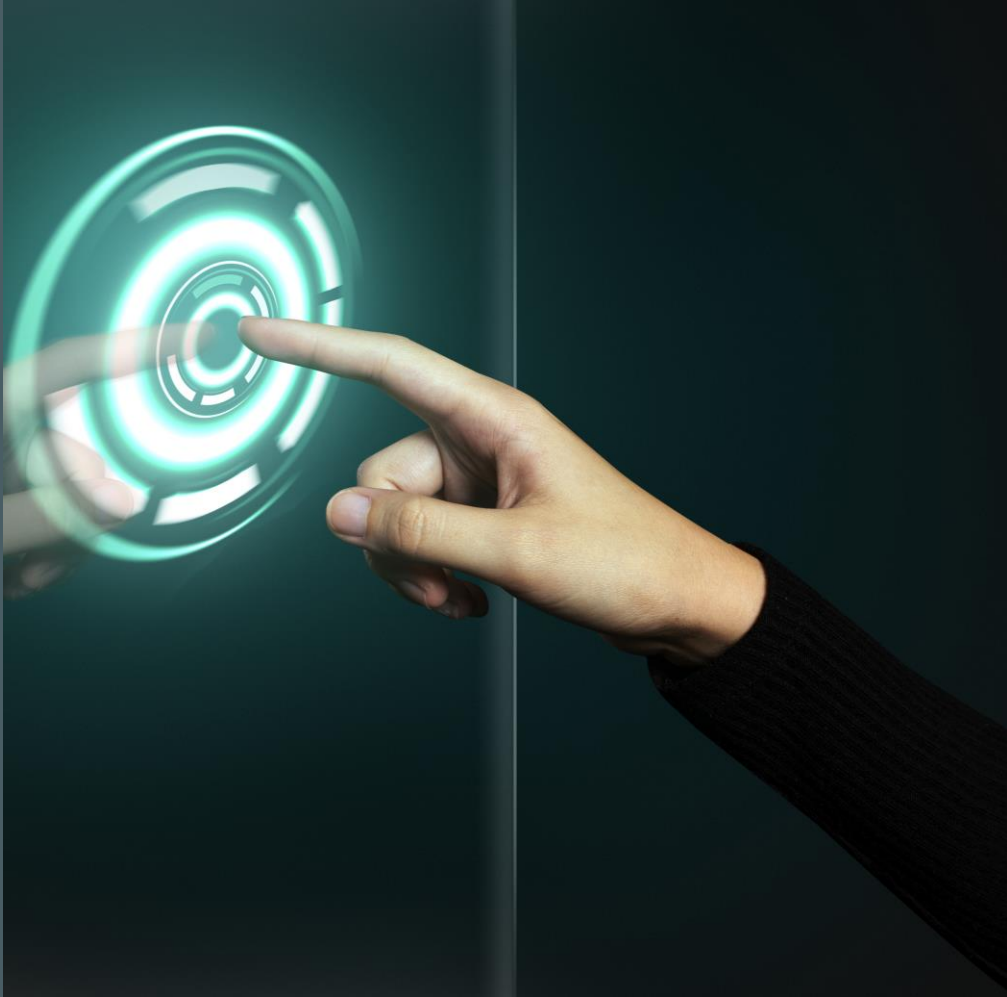
Marketing and Social Media Branding

A targeted campaign will amplify the research, fostering engagement through public events and digital channels.



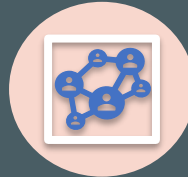
A key focus of the research is on the role of senior allies, especially white, straight, cisgender men, in championing DE&I. It examines how they can leverage their influence to support under-represented groups and foster inclusivity within their organisations, and in client and customer relationships.

Why should you support the research?



Elevated Brand Reputation

We will **position your firm as a thought leader to support you to enhance your** brand reputation and connection with under-represented talent and customers.



Enhanced Client and Customer Connection

We will support you to engage clients and customers through engagement on the research. This will help you to strengthen your reputation as an inclusive and socially responsible businesses.



Increased Trust with Talent

We will help you to demonstrate your commitment to supporting under-represented communities and organisations.

Who will the research help to reach and engage?



Corporate Leadership Teams

CEOs, executives, and senior leaders who are responsible for driving DE&I strategies and cultural change.



Employees from Under-Represented Groups

Those directly impacted by allyship efforts, including but not limited to, ethnic minorities, women, LGBTQ+ people, and people with disabilities.



Employees from Majority Groups

Those with the opportunity to use their platform and their influence to, support talent and customers from under-represented backgrounds.



HR and DE&I Professionals

Professionals focused on implementing inclusive policies and allyship initiatives within organisations.



Clients and Customers

External stakeholders who engage with organisations and value DE&I in their interactions and services.

1. Quantitative Survey

A sample size of 1,000-2000 employees from under-represented talent groups across diverse industries and countries will provide insights into their experiences with allyship, inclusion, and career progression.

2. Qualitative Interviews and Focus

Groups: In-depth conversations with executive sponsors, leaders, and external stakeholders to gather qualitative insights on best practices for fostering inclusive workplaces and external engagements.

10 Million+ Reach

LGBT Great's Media Partners: Incisive Media and Investment Week.

Digital Marketing Campaign: Social media and online content campaigns to promote key insights and reach a wide audience.



LGBT Great Corporate Members: Early access to research findings for Members.

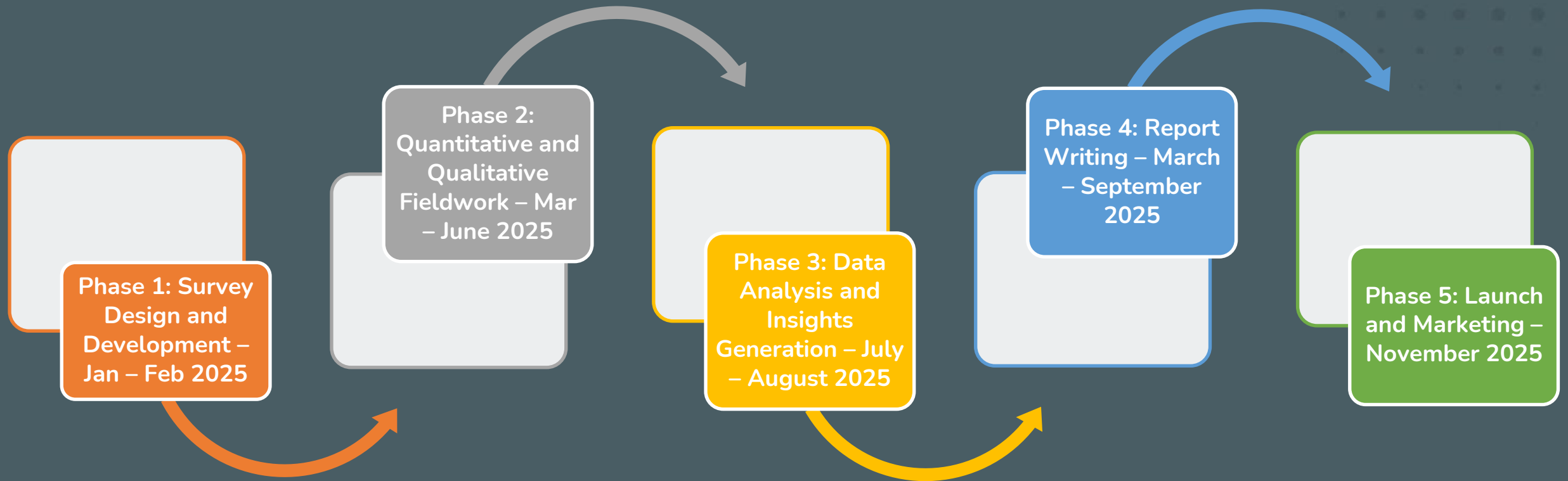
Webinars and Virtual Events: Hosted discussions and workshops to engage business leaders, DE&I professionals, and external stakeholders on the research findings.

LGBT Great Careers Powered by Workable: Promotion across the LGBT Great Careers platform powered by Workable. The 5th largest job board in the world.

Global Media Outreach: Press releases, interviews, and articles in major media outlets to highlight the findings and sponsor.



5 project delivery stages



The Membership Community



Meet the Team



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Workplaces and Data Consultant



Chris Mouskoundi (He/Him)
Director



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