



LGBT GREAT

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For All: The Power of Allyship and Belonging

Executive Summary



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Matt Cameron (He/Him)
CEO, LGBT Great

“This is the moment for organisations and leaders at every level to make allyship not just a gesture, but a core skill.”

Foreword

Matt Cameron (He/Him),
CEO of LGBT Great, part of Allied People Group.

In many organisations, allyship is no longer optional, it's an engine that powers belonging, wellbeing, and business success. This report shows why allyship is an essential skill for leaders everywhere.

The report draws on insights from over 2,500 professionals worldwide to answer a simple question: How does allyship and belonging shape the experience and performance of talent in the workplace?

The findings are clear: When allyship is present, talent is more likely to thrive, and when talent thrives, organisations are more likely to succeed. Allyship builds trust, fosters belonging, and it can help unlock the full potential of people and organisations.

Thank you to everyone around the world who has contributed to this landmark study. Your voices have helped shape new understanding. A special thanks to our three Headline Sponsors and our team, whose support has made this inspiring work possible.

This is the moment for organisations and leaders at every level to make allyship not just a gesture, but a core skill.

The Five Key Report Insights

1. Allyship Creates Belonging

When people experience allyship at work, they feel a stronger sense of belonging, unlocking trust, engagement, and psychological safety.

2. Belonging and Allyship Help Drive Business Success

Organisations with high levels of allyship and belonging see better morale, productivity, innovation, and retention, evidencing inclusion to be a business advantage.

3. Allyship is for Everyone

Allyship is not limited to any one group, everyone can be an ally, and practical actions from all levels make a real difference.

4. Leaders Set the Tone

Visible leadership is critical: when leaders role model allyship and stay true to organisational values, employees are more likely to follow their lead and help build a culture of belonging from the top down.

5. Leaders Need More Support

More needs to be done to equip and empower leaders to embed allyship into their leadership style, ensuring it becomes an authentic lived value at every level of the organisation.

Our Headline Sponsors



Erika Irish Brown
(She/Her)

Head of Talent Management and Engagement at Citi

"Allyship is one of the most powerful tools we have to unlock the full potential of our people and our organisation. When we show up as allies, we create an environment where every colleague feels empowered to bring their authentic self to work, and contribute their best toward stronger client and community outcomes. True allyship requires both top-down leadership and grassroots action from leaders modeling inclusive behaviors, to each of us shaping the everyday experiences that define our culture. This report highlights the data behind why allyship matters as a business driver and provides practical actions we can all take to be more inclusive allies."



Mark McLane
(He/Him)

Head of Diversity, Inclusion and Well-being at M&G plc.

"Allyship is not symbolic, it is a responsibility to lead with empathy, act with compassion, and drive impact that uplifts every community. This groundbreaking work delivers timely insights and practical strategies to empower talent and leaders to be more effective, intentional, and impactful in building inclusion and belonging for all."



Natalie Gill
(She/Her)

Board Director of the Diversity Project

"Allyship is an action/behaviour we've been advocating for some time at the Diversity Project. And yet, we still get asked by leaders what they can do that will have the most impact on fostering an inclusive workplace. This report not only evidences the powerful connection between allyship and belonging, it also sets out a clear framework for leaders to move beyond rhetoric, using allyship as a mechanism to improve psychological safety and unlock better business outcomes."

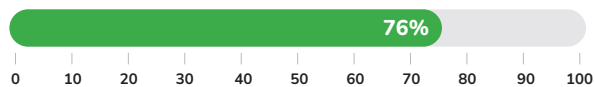
Executive Summary

What Defines an Ally?

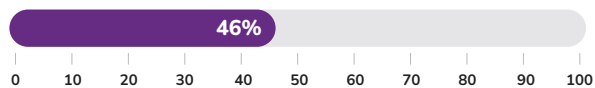
An ally is someone who takes action to help, support and uplift others, working continually to foster inclusion & belonging for all. Personal values, qualities and experiences inform allyship actions, shaping why and how individuals practice allyship.

Motivations for Allyship

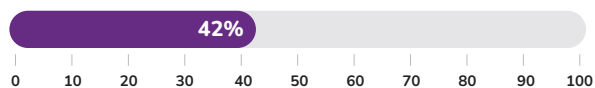
Personal Values and Principles



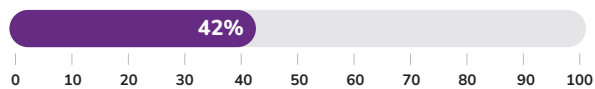
Personal Experiences of Exclusion



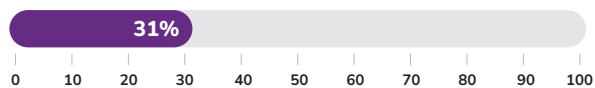
Relationship with Someone from an Underrepresented Group



Desire to Foster an Inclusive Culture in Workplaces and Beyond



Career Development or Leadership Expectations



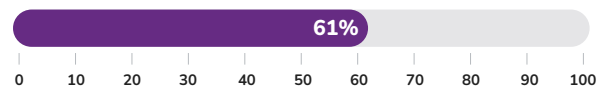
(no. of respondents = 2,207)

Qualities of an Ally

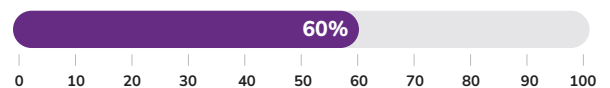
Empathy



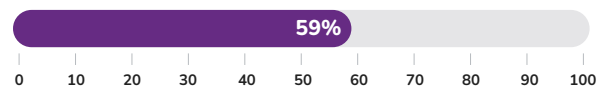
Knowledge



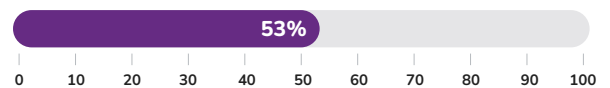
Active Listening



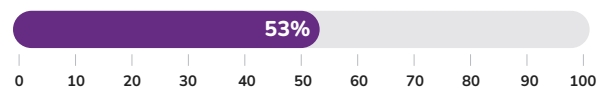
Courage



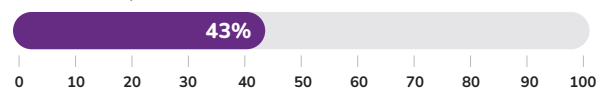
Humility



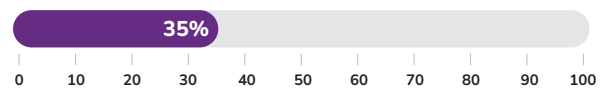
Growth Mindset



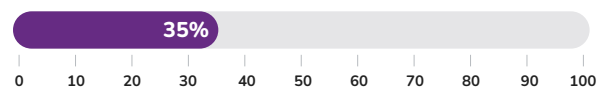
Accountability



Curiosity



Persistence

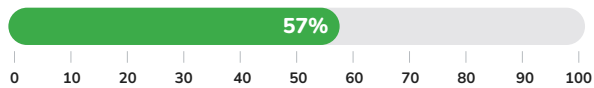


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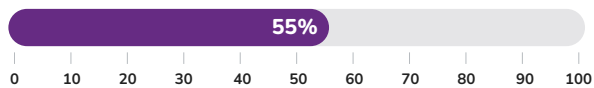


Actions of Allyship

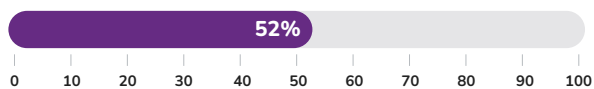
Listening to Lived Experiences



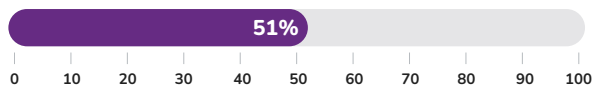
Speaking up when it's Uncomfortable



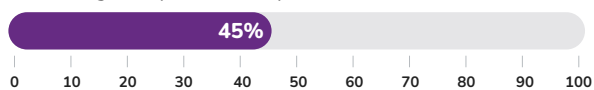
Using Inclusive & Respectful Language (e.g. Partner instead of Boyfriend/Girlfriend, People...)



Proactively Sharing Knowledge and Enhancing Awareness

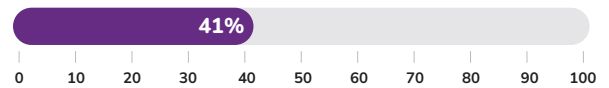


Advocating for Equitable Workplace Policies

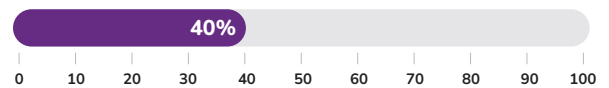


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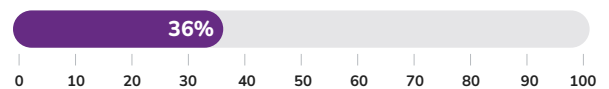
Calling out Exclusionary Behaviour



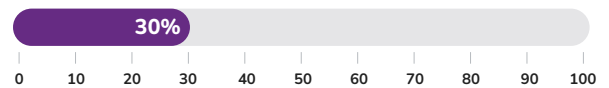
Helping Plan and Organise Initiatives & Events Spotlighting Different Underrepresented Groups



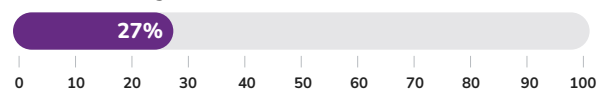
Amplifying Underrepresented Voices



Attending Marches and Demonstrations in Support of Equality



Attending Employee/Business Resource Group (ERG/BRG) Events & Meetings at Work



(no. of respondents = 2,207)

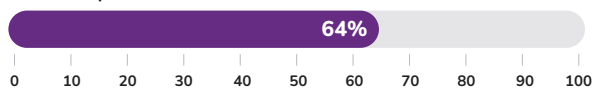
What Creates a Sense of Belonging at Work?

What factors make you feel that you belong in the workplace?

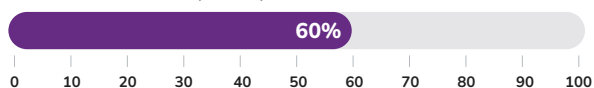
I am Accepted & Included by my Colleagues and the Organisation



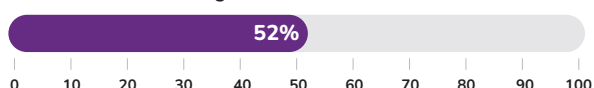
I can be my Authentic Self



I Feel Connected to my Workplace



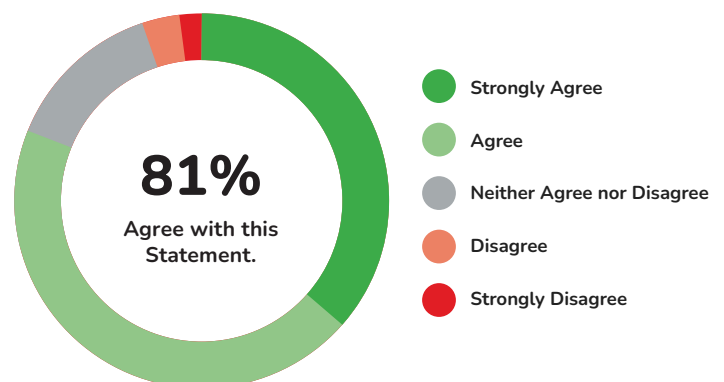
My Workplace Values Diversity and makes Active Efforts to Include Diverse Thoughts and Identities



(no. of respondents = 2,207)

How are Allyship & Belonging Linked?

Allyship in the workplace contributes to a greater sense of belonging.



(no. of respondents = 2,207)

The Impact of a Culture of Allyship

9 in 10 experience improvements in the following as a direct result of a culture of allyship:

- a) Sense of Inclusion
- b) Personal Motivation
- c) Productivity and Performance
- d) Team Collaboration
- e) Morale
- f) Psychological Safety
- g) Job Satisfaction

(no. of respondents = 2,207)



The Impact of Increased Sense of Belonging

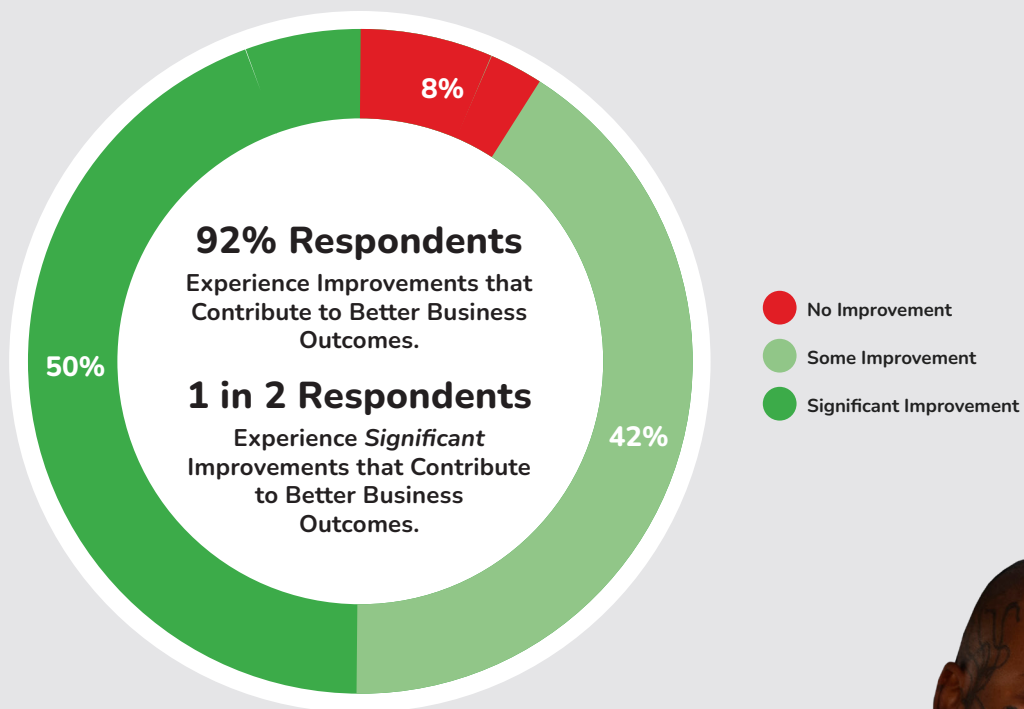
9 in 10 experience improvements in the following as a direct result of an increased sense of belonging:

- a) Mental Health and Wellbeing
- b) Psychological Safety
- c) Innovation
- d) Productivity
- e) Likelihood to Stay with the Organisation
- f) Motivation to Perform

(no. of respondents = 2,207)



The Impact of Allyship & Belonging Together



(no. of respondents = 2,207)

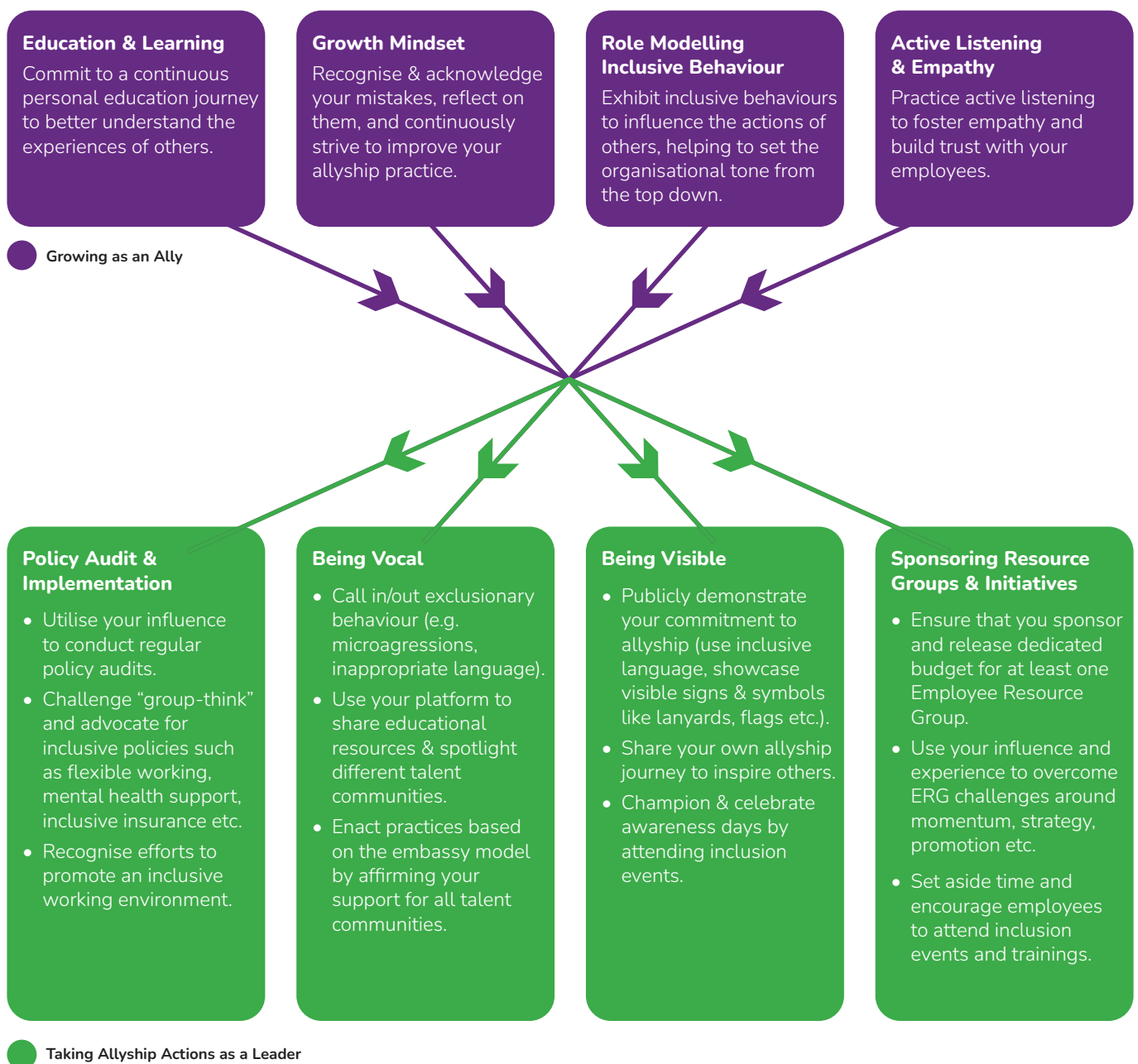


Leading with Allyship



Believe visible allyship from senior leaders is crucial to a culture of inclusion and belonging. The same proportion report being more likely to engage in allyship actions if they see leaders doing the same.

The Executive Ally Framework



“Allyship is this thing that’s kind of bringing you closer, making you more connected, generating more relationships. And all of these things are things that we need as human beings to actually feel belonging.”



Research Partners



Research Supporters



Our Members



We help workplaces become authentically inclusive.

Because when your people prosper, everyone thrives.

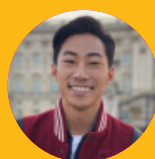
Get in touch and find out more



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