

Men ready to embark on the journey toward better allyship will find this guide jam-packed with gender intelligence and actionable strategies for transforming their good intentions into meaningful action.

W. Brad Johnson PhD & David G. Smith PhD



A Practical Toolkit
to **Help Men Lead**
Through Advocacy

HIRA ALI

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NEEM TREE
PRESS

HER ALLIES

A Practical Toolkit to Help Men Lead
Through Advocacy

Hira Ali

Invites men to join the gender equality movement.

1. Personal benefits of Allyship: How being an ally will benefit men?
2. Why Allies may be hesitant and what's Holding them back: and why is there an Intention Gap between wanting to do well and actively being an ally? What is ally dissonance?
3. Challenges Impacting Women & Racially Diverse Groups especially post COVID which necessitates male allyship.
4. How we may be indirectly fuelling rape culture by remaining silent.
5. How can you progress from challenging yourself, to respectfully challenging others and then move on to challenging organisational culture and system at large.

#maleallyship #rapeculture #consent #boyswillbeboys #sexism #misogyny #diversity #inclusion #choosetochallenge #gendergap #toxic masculinity #womenintheworkplace #mansplaining #intersectionality #womenofcolor #allyship, #bystanderapathy, #genderedmediainfluence #genderdatagap #inclusiveeducation, #sexism #sexistjokes #lockerroomtalk

This practical toolkit offers men the strategies they need to become powerful advocates for gender equality. But, at its heart, this book is an invitation to all men who are willing to take that bold first step and transform good intention into meaningful action. Those men with the courage to read on will embark on a progressive journey that ends only when women realise the same opportunities, recognition, and respect that men already command. Her allies aren't committed to this journey for personal gain; these selfless pioneers know that their children and grandchildren will reap the rewards of their efforts for generations to come.

Author: An inspiring leadership trainer and career coach, Hira Ali has been committed to helping others achieve their potential throughout her award-winning career. She is an Associate Certified Coach accredited by the International Coaching Federation (ICF) and a licensed Neuro Linguistic Programming (NLP) Practitioner. Hira is also a successful entrepreneur who has launched several businesses to support her mission, including Advancing Your Potential, Career Excel, International Women Empowerment Events and most recently, The Grey Area, which focuses on *decoding inclusion*. Her work has been featured in *Forbes*, *Huff Post*, and *Entrepreneur*, among hundreds of other TV, radio and print outlets, and earned Hira several prestigious honours including the *Top 100 Women-Lift Effects* award, the *Women in Media* award, The Baton Awards *Entrepreneur of the Year* and recognition as an Outstanding British Pakistani by British Pakistan Foundation. She was also named as a top D&I voice to follow on LinkedIn and featured as a role model in [Girls Who Do You Want To Be](#) alongside phenomenal world changers. In 2019, Hira released her first book entitled [Her Way to the Top: A Guide to Smashing the Glass Ceiling](#) which earned outstanding reviews globally.