

# AMAZON MEN AS ALLIES (MAA)

**Nom de l'entreprise :** Amazon EU S.à r.l.

**Secteur d'activité :** Autres

**Catégorie de l'entreprise :** Grande Entreprise

## Description de l'action

MAA is a 1-day program for in person and 2-day program for virtual (participants are in session for 4 hours a day) deliveries. The audience is composed of 70% men and 30% women/non-binary leaders, who attended Amazon Women's Leadership Program (WLP). It focuses on: 1) building awareness about gender inequity in the workplace and arming leaders, and individual contributors, with the skills to be effective allies for women, 2) encouraging meaningful discussions within Amazon leading towards more equal gender representation through hiring, development, performance management and other mechanisms, and 3) creating an environment at Amazon where women AND men are helping each other, and where women AND men are alert to point out inequities and create change.

## Contexte

MAA program is a response to the countless studies providing evidence that men who champion gender equity positively impact women, other men, families, organizations, and entire societies and is presented as a counterpart to Amazon Women's Leadership Program (WLP).

## Objectifs

MAA program presents research on gender issues with three objectives:

1. Increase Self-Awareness by building awareness around gender inequity in the workplace and arming you as leaders with the skills to be effective allies for women.
2. Improve Gender Acumen and encourage meaningful discussions within Amazon to lead us towards more equal gender representation through hiring, development, performance management and other mechanisms.
3. Advance Allyship and create an environment at Amazon where women AND men are helping each other, and where women AND men are alert to point out inequities.

## Approche

This program targets middle and senior level leaders and is offered by nomination only. Sessions should be comprised of about 70% men and 30% women/non-binary leaders (preferably women/non-binary who have attended the Women's Leadership Program). The design uses experiential learning methodologies such as instructional videos with debriefings, group learning, role-plays, reflection, learning from leaders, and learning through peer feedback. A Primary Facilitator is responsible for the overall success for each session of MAA. They are always responsible for the tasks during and after a MAA session, while Leaders as Teachers (LaT) facilitates 1-2 modules of MAA content during a session.

## Impact

During 2023, we delivered five workshops to 70 leaders

« A faire »

Create Allyship plans from leadership top down

« **Ne pas faire** »

Self realization is key in this program, don't force any actions on people they need to move at a pace that they feel comfortable with.