

# **Jennifer Brown Consulting Completes White Paper on Ally Engagement**

*Ongoing Initiative to Feature Upcoming Webinar and Product Announcement*

**NEW YORK, NY – JULY 11, 2012** – Jennifer Brown Consulting (“JBC”), a boutique workplace consulting firm, today announced the completion of its latest thought leadership paper entitled **Allies ‘Come Out’: How LGBT Allies Are Changing the Face of Workplace Diversity and Inclusion**, part of a new and broader JBC initiative focused on the role allies can play in workplace inclusion. A term most commonly used in the Lesbian, Gay, Bisexual and Transgender (“LGBT”) community, allies refers to those who don’t identify as LGBT, but who share a commitment to inclusion for all, and who are eager to contribute to corporate inclusion efforts by advocating on behalf of under-represented workplace communities.

The white paper, commissioned by funding from corporate sponsors Alcoa and Cisco, was further supported by contributions from UBS, as well as input from employees of Walt Disney Parks & Resorts, ESPN, Barclays, JPMorgan Chase, Bank of America, Citi and the Central Intelligence Agency.

According to CEO and Founder Jennifer Brown, “We are grateful for the support of these forward-thinking organizations and individuals who, like JBC, believe that ally engagement represents one of the newest, and perhaps most game-changing, trends in diversity and inclusion. This paper serves as a roadmap for organizations and allies alike, providing an overview of the mutual value propositions that can be gained. The case study section offers an inside look at the exact steps several leading companies are taking to successfully engage allies. Finally, JBC shares its predictions on the future of ally engagement, identifying key emerging trends that are relevant to all organizations looking to initiate and maintain effective strategies and programs.”

“The paper will be made available to sponsoring organizations and also attendees of our upcoming August 2<sup>nd</sup>, 2012 webinar. We are also working towards creating a new product offering centered on providing expertise, tools and guidance for companies and professionals looking to establish their programs,” Ms. Brown continued.

## **About JBC**

JBC is in the business of transforming human potential, by creating more inclusive and innovative workplaces, while aligning individual performance with organizational results. JBC provides expert consulting, facilitation, coaching, workshops, and seminars to a broad client base which includes such Fortune 500 companies as Cisco, Rockwell Collins, McKesson, Johnson Controls and Bank of America.

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