



## MIND THE GENDER GAP

Advancing gender equity through data storytelling

### In Solidarity: A Case Study of Allyship to Advance Gender Equity in the Workplace



This case study tells the story of Dhavide Aruliah and his experience during his short tenure—and abrupt dismissal—at DataCamp. It offers key lessons that can be gleaned from what unfolded at DataCamp. In particular, it unpacks what it means to be an effective ally in the workplace. It concludes by providing recommendations for companies, particularly those that are in their formative stages, so they can proactively foster a culture of trust, one that is able to advance gender equity in the workplace.

#### Key Lessons & Insights gleaned from this case study include:

- 1 | Cultivating a culture of trust is paramount for advancing gender equity in the workplace.
- 2 | Building a company's culture starts from day one.
- 3 | Organizational leaders need to demonstrate humility and integrity in order to be trustworthy.
- 4 | Diversity is not sufficient for creating equitable and inclusive workplaces.
- 5 | Effective allyship necessitates critical self-reflection.
- 6 | Engaging as an ally requires consistently choosing courage over comfort.
- 7 | When used with deliberate intention, social media can be a powerful tool for engaging allies.