Key Lessons & Insights gleaned from this case study include:

1 | Cultivating a culture of trust in 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.