

THE 6A's FRAMEWORK

ALLYSHIP

You only think about your network when you need something from it.



REALITY

**The
relationships
that open
doors take
time you
haven't
spent.**



DEFINITION

**Allyship:
being known
and trusted
by people
over time.**



ELEMENTS

- > **Trusted Network**
- relationships
built and kept over
time
- > **Personal Brand** -
expression of your
professional value
- > **Authentic
Communication** -
showing up with
curiosity and
integrity



RETHINK

**Networking
isn't a
transaction.
The strongest
relationships
are built
before you
need them.**



SHIFT

**You build
allies over
time, not
contacts in a
crisis.**



Agency

Awareness

Alignment

Action

Allyship

Agility

**Opportunity
moves
through
people who
know your
value.**