



ISSA HYGIEIA NETWORK

Male Ally Elevator Pitch

Developed by, Hygieia Male Allies



Male Ally Elevator Pitch

This guide provides a series of sample elevator pitches designed to engage men in becoming effective allies to women in the cleaning and facility solutions industry. The pitches can be used to start meaningful conversations about how men can actively support gender equality within their organizations. By utilizing these sample pitches, companies can empower male employees to advocate for fair opportunities, foster inclusivity, and contribute to the overall advancement of women in the industry.

Instructions

To use this guide, simply select the pitch that best aligns with your communication style or adapt the language to suit your audience. Whether you're speaking to a colleague, presenting at an industry event, or initiating a one-on-one conversation, these pitches will help you articulate the importance of male allyship and inspire action. Each pitch emphasizes the shared responsibility of fostering a more diverse, equitable, and inclusive workplace, making them valuable tools for both formal and informal advocacy.

Sample Pitch 1

Hello! The ISSA Hygieia Network is an international community dedicated to advancing and retaining women in the cleaning and facility solutions industry. Named after the Greek goddess of cleaning and hygiene, Hygieia, this network provides education, mentoring, networking, and support programs. By joining Hygieia, you actively contribute to creating an inclusive industry with advancement opportunities for all.

As a Male Ally, you play a crucial role. You'll advocate for fair opportunities, amplify women's voices, and challenge stereotypes. Together, we foster an environment where everyone thrives. Join us in shaping a more diverse and respectful workplace!

Sample Pitch 2

At ISSA Hygieia, we believe in fostering an inclusive and equitable environment for all our members. Hygieia male allies are dedicated to empowering men to actively support and advocate for gender equality within the cleaning industry. By educating and engaging male allies, we aim to break down barriers, promote diversity, and create a culture where everyone can thrive. Join us in making a meaningful impact and driving positive change within our industry.

Sample Pitch 3

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side with our female counterparts to break down barriers, promote diversity, and create an inclusive culture where everyone can thrive. Join us in making a meaningful impact and driving positive change within our industry.

Sample Pitch 3

Short

Hi, I'm [Your Name], and I'm part of the Male Ally initiative at Hygieia, an organization dedicated to advancing and retaining women in the cleaning and hygiene industry. We believe that fostering an inclusive and diverse workforce isn't just a women's issue—it's everyone's responsibility. By joining us, you'll be part of a supportive network that champions equality and drives meaningful change in our industry. Your involvement can make a significant impact by promoting a culture of respect, collaboration, and innovation. Let's work together to build a stronger, more inclusive industry where everyone thrives.

More inspirational

Hi, I'm [Your Name], and I'm proud to be a part of the Male Ally initiative at Hygieia, an organization that is passionately committed to advancing and retaining women in the cleaning and hygiene industry. We stand at a pivotal moment where we have the power to shape the future of our industry by embracing diversity and inclusion. Imagine an industry where everyone—regardless of gender—has the opportunity to thrive, innovate, and lead. By joining us, you become a catalyst for this transformative change. Together, we can break down barriers, uplift our colleagues, and create a workplace culture built on respect, equality, and shared success. Let's unite our efforts to build a brighter, more inclusive future. Your voice and actions can make a lasting difference. Will you join us in this inspiring journey?

More personal

Hi, I'm [Your Name], and I'm a Hygieia Male Ally. Let me share something personal with you. When I first joined the cleaning and hygiene industry, I quickly realized that the incredible women around me were facing unique challenges that many of us men were simply unaware of. It became clear to me that if we want to build a truly thriving and innovative industry, we need to support and uplift everyone, regardless of gender.

That's why I joined Hygieia, an organization dedicated to advancing and retaining women in our field. Our Male Ally initiative is about more than just policies—it's about real people making a real difference. By joining us, you'll be part of a compassionate and driven community committed to fostering an environment of respect, equality, and mutual support.

Imagine what we can achieve together when every voice is heard and valued. Your involvement can help break down barriers, create opportunities, and make our industry a place where everyone can succeed. Let's take this journey together, not just as colleagues but as allies and friends. Are you ready to make a personal impact and be part of something bigger than ourselves? Join us at Hygieia, and let's make a difference together.

Sample Pitch 4

With our industry being predominantly males, it's comforting to know there are male allies in a woman's corner to not only advocate for her equal voice but also as a mentor to seek guidance for career development or anything that mentoring is needed for. Hygieia Male Allies are a group of people dedicated to building awareness in our industry to do just that.

Sample Pitch 5

Hygieia is a charitable organization whose purpose is to advance women in the cleaning industry. The Male Ally initiative was formed to support this mission by engaging and inspiring men to support and advocate for women's advancement in their own organizations. We accomplish this by helping men become better aware of the challenges women face in the workplace and by sharing strategies that men can use to become better advocates.



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