

Directory of Services

IRELAND'S #1 DEDICATED
ALLYSHIP ADVISER



Co-Founders: Mark Fenton & Patricia Byron

What is The Allyship Academy

The Allyship Academy was established to provide clear, practical guidance on what allyship is, why it matters, and how to put allyship into action in workplaces and communities.

The Academy defines allyship as the active practice of supporting people from groups that are treated unfairly or marginalised, particularly when you are not a member of that group yourself. Central to this is the conscious use of power, position, and privilege to uplift others.

Founded by Mark Fenton & Patricia Byron, this pioneering Irish initiative delivers transformative workshops, coaching, and allyship challenges designed to cultivate authentic inclusion and belonging. The Academy further strengthens organisational culture and day-to-day practice through strategic and tactical support on policies and procedures that drive an authentic environment of allyship.

Drawing on decades of expertise in leadership development, executive coaching, and inclusion, the Academy helps organisations, their teams and colleagues to move beyond performative gestures towards meaningful, actionable behaviours.

Through practical strategies and reflective learning, leaders are equipped to:

- Amplify marginalised voices
- Challenge bias and exclusion
- Foster inclusive, high-trust cultures

Operating across Ireland and internationally, the Academy works through:

- Corporate programmes
- Communities of practice
- Online learning challenges and resources

Its commitment to allyship extends beyond learning and into measurable, impactful action.

In parallel, the Academy is active in its support of grassroots initiatives, demonstrating how allyship can drive tangible equity outcomes.

By prioritising allyship across human and societal elements such as gender, age, neurodiversity, disability, ethnicity and LGBTQ+ inclusion, the Academy champions the power of small and medium sized enterprise (SME)-led movements that drive cultural change, enabling Irish organisations to create equitable spaces where diverse talent can thrive.

Ultimately, the Allyship Academy exists to be the ally you wish you had.

CO-FOUNDERS OF THE ALLYSHIP ACADEMY

PATRICIA BYRON



As co-founder of the Allyship Academy, Patricia has over 20 years of experience in Inclusive leadership development, Executive Coaching and supporting personal growth.

She is the trusted partner for high-potential individuals and teams across various sectors and disciplines. She is also recognised as an engaging motivational speaker with a special interest in Women in Leadership.

Patricia's passion is to support women in leadership and champion Allyship through an intersectional lens.

Patricia lectures on Women in Leadership, Diversity, Equity, Belonging & Inclusion as well as related business topics, at UCD. Patricia's style is holistic, cognitive, and facilitative, enabling profound moments of awareness, learning and transformation.

MARK FENTON



Mark leverages a global career, including 20 years in international financial services and – since 2014 – a life dedicated to Diversity, Inclusion, Allyship & Coaching. Co-founding The Allyship Academy, Mark's focus is on increasing awareness on what allyship is, why allyship matters and how allyship makes a difference in small, meaningful, everyday ways – whether in the workplace or across society as a whole.

As a lifelong learner, Mark enjoys interacting with people and the institutions they represent and remains hungry for knowledge having first qualified as a chartered accountant, then as an Executive Coach, with focus areas in employment law, employee relations and financial advice along the way.

He devotes considerable time and energy to multiple pro-bono activities in his local business and educational community.

SERVICES AT A GLANCE

Inclusion, Diversity, Cultural Intelligence and Allyship

The Allyship Academy provides practical, evidence-based allyship development through:

- **Interactive Workshops**
Experiential sessions focused on allyship in action, inclusive leadership, and behaviour change.
- **Executive & Leadership Coaching**
One-to-one and group coaching supporting leaders to use power, influence, and privilege responsibly.
- **Allyship Learning Challenges**
Structured challenges that embed inclusive behaviours through reflection, action, and peer learning.
- **Communities of Practice**
Facilitated spaces for shared learning, accountability, and sustained culture change.
- **Corporate & SME Programmes**
Tailored programmes aligned to organisational goals and inclusion priorities.
- **Online Resources & Discussions**
Accessible tools and facilitated conversations supporting continuous learning.

PARTNER SERVICES

Access to grow wider leadership competencies

- Team facilitation, wellbeing support & behavioural assessment tools
- Self-awareness & Personal Insight
- Women in Leadership (breaking bias, strategic presence)
- Inclusive Leadership & Management Development
- Confidence & Assertiveness Building
- Work-Life Balance & Resilience Strategies
- Navigating Organisational Culture
- Effective Communication & Influence Skills
- Office Politics & Career Navigation
- Networking & Mentoring for Career Growth
- Strategic Equity, Diversity & Inclusion (ED&I) consulting & implementation
- Bias & inclusive leadership workshops
- Talent sponsorship & gender pay gap planning
- Online ED&I learning & keynote facilitation
- Corporate talks, workshops & motivational keynote sessions

If what you're looking for isn't listed here, we'd be happy to meet to have a chat.

The Allyship Academy brings together the combined expertise of seasoned leadership, inclusion, and executive coaching specialists, allowing us to design bespoke solutions which respond to your unique context, challenges, and ambitions.

We help organisations embed measurable allyship into leadership, systems, and culture to drive engagement, retention, and high performance.

What we offer for your investment:

1. Inclusive Leadership & Allyship Benchmark Review

- Culture and Inclusion Diagnostic Survey
- Policy & process scan (recruitment, promotion, grievance, etc.)
- Executive debrief & strategic roadmap

Move from intention to measurable culture change

2. From Values to Accountability: Allyship Framework Design

- Policy review & gap analysis
- Bias and exclusion risk assessment
- Allyship KPIs & performance integration

Embedding inclusion into how your organisation actually works

3. Everyday Allyship: Practical Actions for Real Impact

- Keynote talks (30–60 mins)
- Panel moderation
- Leadership town halls
- Culture week events
- ERG launches

Inspiring awareness, spark accountability, and catalyse change

4. Allyship in Action: Skills for Inclusive Teams

- 90-minute online workshops
- Half-day immersive training
- Full-day experiential programme
- Senior leadership intensive

Moving from awareness to confident action

OUR PRICING PROMISE

Tailored solutions at competitive prices with no hidden extras

The Allyship Academy precisely tailors each assignment to ensure the solution provided aligns specifically to client needs and strategy. We operate across all sectors and industries, both on the island of Ireland and abroad.

Whilst pricing per deliverable is agreed in advance of each project (and more complex situations require a separate price line), the following price ranges are indicative of some of our most sought-after solutions.

Allyship in Action: Skills Development Workshops

A variety of specific offerings are available that offer skills development opportunities for leaders and their teams. They range from short workshops to full-day experiential programmes for teams to intensive workshops for senior leadership and Board level.

Whether virtual or face to face, **The Allyship Academy** offers learning materials in the form of relevant videos, articles and slide content.

- 90-minute online workshops: **from €999**
- Half-day immersive training: **from €1,500** (virtual) or **from €1,850** (face-to-face)
- Full-day experiential programme: **from €2,650** (virtual) or **from €3,250** (face-to-face)
- Senior leadership and Board level (**pricing upon application**)

If you'd like to record any of the virtual sessions (webinars or workshops) for future use or wider sharing within your organisation, this can absolutely be arranged. For sessions that will be recorded and made available beyond the live audience, an additional % will be added to the investment to reflect extended usage and distribution rights.

Culture and Inclusion Diagnostic Survey

In-depth, anonymous, employee survey that captures key cultural and inclusion data, lived experience and ideas and insights for improvement. Managed on a professional platform and reported on in text and graphical form, this tool is an excellent indicator of the cultural and inclusive health of a team or an organisation and is foundational to a deeper leadership and allyship review.

- Price (up to 50 participants) **from €1,199**
- Price (50+ participants) **from €1,499**

The survey can be designed and delivered in multiple languages. Each additional language used is an additional €500

Culture and Inclusion Workshops

Experiential sessions focused on allyship in action, inclusive leadership, and behaviour change. These learning solutions are available as bite-sized webinars (that can include a brief keynote address and a panel Q&A session), 2hr virtual workshops and/or half-day and full-day immersive face-to-face sessions. Whether virtual or face to face, **The Allyship Academy** offers learning materials in the form of relevant videos, articles and slide content.

- 1hr webinar **from €795**
- 2hr virtual workshop **from €999**
- Half-day face-to-face **from €1,600**
- Full-day face-to-face **from €2,500**

Where the face-to-face workshops are to be delivered outside a 50-mile radius of Dublin city and/or overseas, additional travel time and expenses will be agreed between the parties.

For all other project-based work (for example, gap analysis, risk assessment, policy & process review etc.), the pricing is determined by the project scope and agreed deliverables.

Whether you're navigating cultural change, developing inclusive leadership capability, or addressing complex people issues, we work collaboratively to create practical, high-impact interventions that deliver meaningful and lasting change.

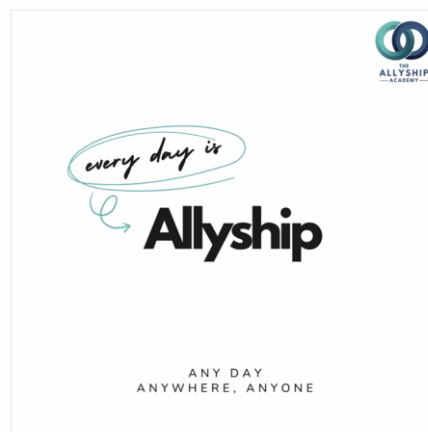
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Be the **Ally**
you wish you had