

Wendell Britt

The program that survives you

Allyship as a game people can actually keep playing — after the launch, after the budget, after you leave.



Most allyship programming is built to be **inspiring once**. The problem in 2026 isn't belief — it's that programs don't survive their own leaders. Resource groups churn through program managers, ownership moved from DEI into HR and employee engagement, and the volunteers holding it together were never given a structure that outlasts them. **I build the structure.**

THREE SESSIONS

ERG / BRG · EMPLOYEE ENGAGEMENT

The Program That Survives You

Why groups collapse on handoff, and the one condition that keeps running after the person who built it steps back. Leaves the room with a written succession structure.

L&D · TALENT DEVELOPMENT

Why Your Training Didn't Take

I ran a course with under a 10% completion rate and rebuilt the method from what it taught me. Thirst and wanting to drink are not the same thing. What actually moves behavior.

LEADERSHIP · VOLUNTEER-LED GROUPS

The Six Faces

Six roles every group needs and the shadow each one casts. Role clarity for people who never picked a role — they just started doing the work nobody else would.

WHY ME FOR THIS

- **I've held the buyer's job.** Alumni relations and employee engagement — volunteer chairs, rotating leadership, the continuity problem from the inside.
- **15 years on the frontline** at Apple, Airbnb and T-Mobile. I know where this programming stops reaching, because I was standing there.
- **Paid for this work before the book existed** — Oregon Outdoor School, plus presenting at the Wilderness Risk Management Conference and instructing in two youth programs.
- **The method survived its own failure** — and I'll tell your room about that before I tell them anything that worked.

FORMATS & FEES

Talk — 60–90 min	\$2,500
Half-day workshop	\$4,500
Talk + working session	\$6,000
Nonprofit & community	sliding
Bookstores, libraries, author events	no fee

Travel from Wichita, KS. Virtual at the same rate.

"The course had less than a ten percent completion rate. I did what I always do. I doubled down... The horses ran up to me talking about how thirsty they were. When I brought them to water, they walked away. Turns out thirst and wanting to drink are not the same."

MASTERING THE GAME OF ALLYSHIP, CHAPTER 9



Mastering the Game of Allyship

How to Build an Allyship Practice That Lasts · 2026 · Also: Igniting Joy