

# Leadership Excellence and Gender in Organizations

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## “I’m with her”: Endorsing White women as allies to signal identity-safety among Black women

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Previous research found framing a White female employee as an ally for Black women was only an effective identity-safety cue in organizations for Black women low or average in stigma consciousness. We examine whether ally endorsement, or a Black woman identifying a White woman as ally, can enhance the effectiveness of the White woman as an identity-safety cue for Black women high in stigma consciousness. In two experiments, relative to viewing a White female employee, Black female participants that viewed a White female employee endorsed as an ally by a Black woman, reported greater anticipated trust and belonging at a fictitious STEM company, and this effect was most pronounced among Black women high in stigma consciousness. The present studies serve as initial evidence that ally endorsement is an effective strategy to signal identity-safety in organizations for Black women across varying levels of stigma consciousness.