

## Your 3-5 Year **THRIVE** Plan

A DEI-Informed Strategic Plan Co-Created as a Leadership & Team Building Experience that **Gets Buy-In, Transforms Your Company Culture and Leverages Your Team's Expertise to DESIGN a Company Where All Team Members Can Work Safely and THRIVE**



[Prefer to watch this instead?](#)

[View and share the presentation "Advancing a Culture of Equity" HERE](#)

### Culture eats strategy for breakfast...

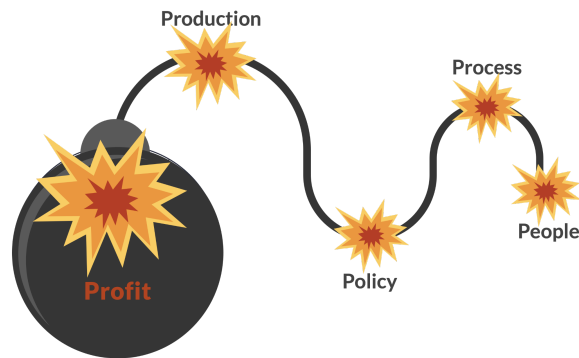
In an era where more leaders understand the value of DEI, their company cultures are still happening by **default**, instead of by **DESIGN**, which means their strategic goals and objectives still get derailed by one critical factor.

**A Culture of Inequity** is the greatest barrier to positive change. *In cultures happening by default, it's also the most expensive and pervasive problem contributing to division, avoidance, and inaction.*

## How do you know you have an inequitable company?

Watch out for these symptoms of **mistrust**, which can become *ordinary* and *destructive* aspects of your company experience:

- |                       |                    |
|-----------------------|--------------------|
| ✗ Overwhelm,          | ✗ Poor Feedback    |
| ✗ Stressful meetings, | ✗ Accusations,     |
| ✗ Change resistance,  | ✗ Assumptions,     |
| ✗ Costly mistakes,    | ✗ Dreading work,   |
| ✗ Bias                | ✗ High turnover... |



## Breakdowns in the 5 Key Areas of Your Business

When breakdowns in the 5 Key Areas of your business: **People**, **Process**, **Policy**, **Production**, and **Profit** get left unaddressed or resolved without appropriate communication, they incidentally marginalize certain groups and individuals – creating **a ticking time bomb**, which over time, breeds mistrust amongst people in your organization.

They'll say things like, “The leadership doesn’t get it,” “My team doesn’t care enough,” “Policies aren’t enforced anyway,” or “This is a dead-end job, so why should I care?” which often leaves individuals in your company feeling like they’re on their own. As a result, they:

- 🔥 avoid communicating with certain people,
- 🔥 take extended breaks,
- 🔥 circumvent the hierarchy in secret,
- 🔥 spend more time **putting out fires**,
- 🔥 **burnout** from stress, and
- 🔥 spend *hours* carefully crafting emails to people they know will take offense to whatever they write anyway.



It’s not surprising to most leaders that people in their organizations experience these things every single day.

It’s also not surprising that this level of employee disengagement can cost an average of **-\$20,400** per employee per year.<sup>1</sup>

---

<sup>1</sup> Calculated based on an average salary of \$60,000 per year – 34% of which is time you’re paying for that gets lost/wasted due to disengagement – based on research from [Gallop](#).

**What is surprising**, however, is how different individuals and groups based on demographics such as *race/ethnicity, gender, age*, and even *their department and the manager they report to* will impact the frequency, intensity, and flavor of these experiences, even in the most progressive and benevolent companies:

- ✓ Progressive Startups
- ✓ Nonprofit Organizations
- ✓ Government Agencies
- ✓ And even well-established corporations with generations of “success”.



Even if you did reach your goals in this tense climate... *would it be worth it?*

Regardless of how amazing your product or service is, in 2021, NO business leader is immune to these symptoms of a **DEFAULT company culture**.

And unfortunately, as a leader, **you can't just delegate DEI** and your company culture to HR.

It's also not realistic to blame employees for disengagement. Studies – including our own – show time and again that employees only contribute as much as they trust their leaders.

*And since leaders lead...*

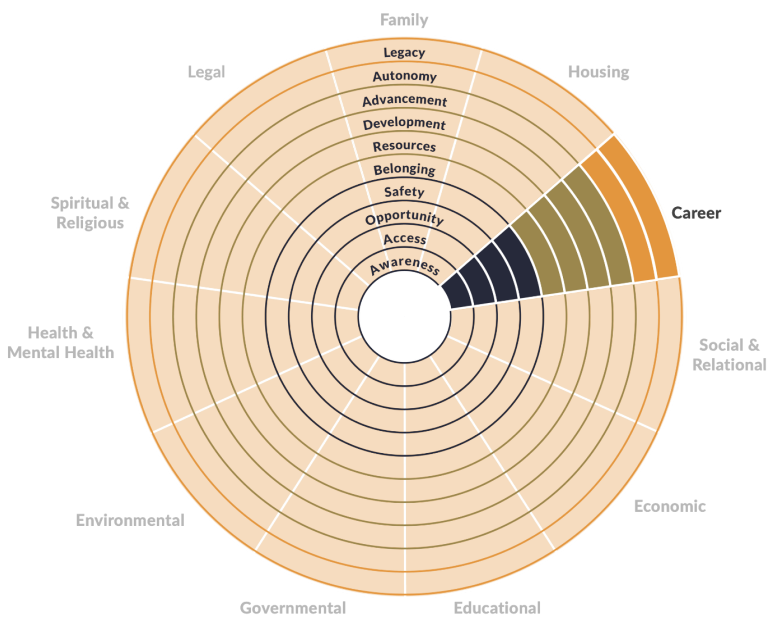
**The trust-building starts with you.**

**Thankfully, there's a systematic way to rebuild trust and repair inequities in your company.**

Apart from doing the right thing, there's another reason DEI (Diversity, Equity & Inclusion) is taking the business world by storm.

## The truth is: DEI is NOT just for minorities. Everyone benefits from DEI, including you.

*Most business leaders think DEI is about social justice, and they don't want anything to do with it. Other times, they attempt to increase visual diversity by hiring skin colors, genders, and ethnicities into company cultures that aren't built for them, which often increases tension amongst legacy team members who had hoped for a promotion into those positions.*



## The Career Equity Pathway

Equity has many forms (social justice comes in the form of Social and Legal Equities), but as a business leader, you get to serve your company by advancing **Career Equity**, which involves ensuring everyone at work has a fair go at moving up the Career Equity Pathway from Awareness, through the basic legal requirements of Safety, and all the way up to Legacy and beyond.

**Advancing equity** in an organization is about **increasing fairness** and **removing barriers** to thriving throughout your org chart – *barriers we as leaders don't always see* – so everyone can have what they need to do their jobs well – to develop as passionate contributors to

your organization who are excited to go to work and innovate together – with a clear, accessible roadmap to advance in their careers and many good reasons to stay...

Because you've given them a pathway to freedom like you've always wanted – where they can have autonomy to do what they love, get paid well, and **make a difference (that's Legacy)**.

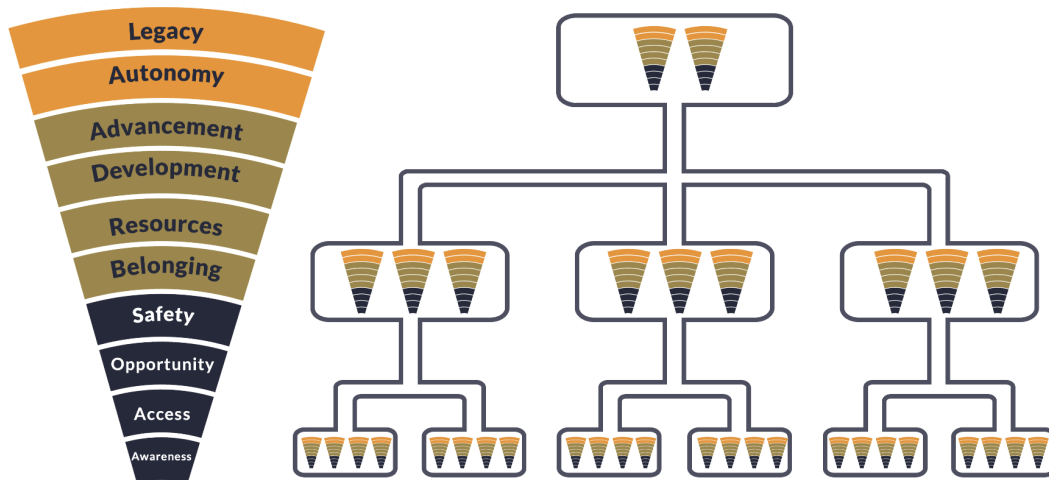
## How do you get buy-in for this process?

When you share about DEI and think about the kind of company you're about to create, we invite you to ask the question,

**"Is everyone in our organization thriving?"**

**"Are you?"**

### What A Thrive Plan Looks Like In Full Effect Across Your Org Chart



**Above Example: Here's what a Career Equity can look like across an entire organization, where everyone is thriving at every level of your team.**

*One common misconception about advancement is that when people progress, they have to become managers – a role not everyone wants or is suited for. Does your organization offer a career development path that enables someone to deepen their technical skills and become a multi-tier expert in their current role instead?*

**If a company is not growing, some might say it's dying.  
If the employees in a company don't feel they can grow, they might say  
they're in a **dead-end job**.**



## Why would you care if people around you Thrive?

*Yes, this is a legitimate question, and it gets us a lot of speaking opportunities...*

**Most companies seek to hire employees with a growth mindset, but if those employees cannot set their minds to grow in your company, they will leave...**

***...and find somewhere they can grow. The rest will stick around and underperform.***



Although leaders generally want those they lead to be well and happy, they don't always see the direct business case for it, and thus don't prioritize it like they would, say... an urgent RFP deadline or a three o'clock coffee break (one generally creates an inordinate amount of stress working long hours, while the other stereotypically relegates coffee procurement duties to overqualified team members of a lower rank; however, when practicing DEI, both

activities can be done while respecting and supporting the and thriving of others). The moral of the story is that DEI – or thriving for that matter – isn't something you prioritize *over* other activities. It's something you practice *while* you do those things.

**When people are thriving**, it means they trust those around them, they don't have to hide who they are, and they feel safe to bring themselves into your organization...

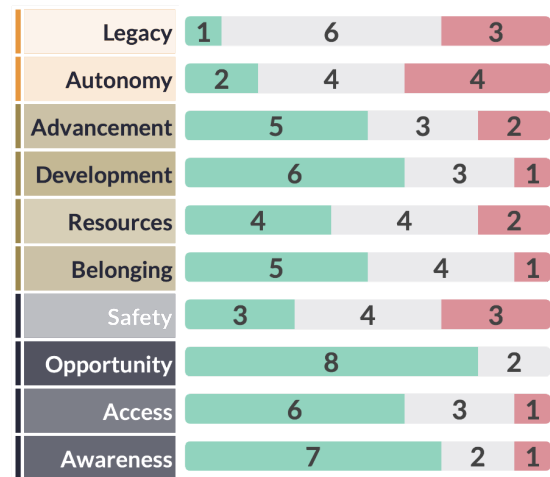
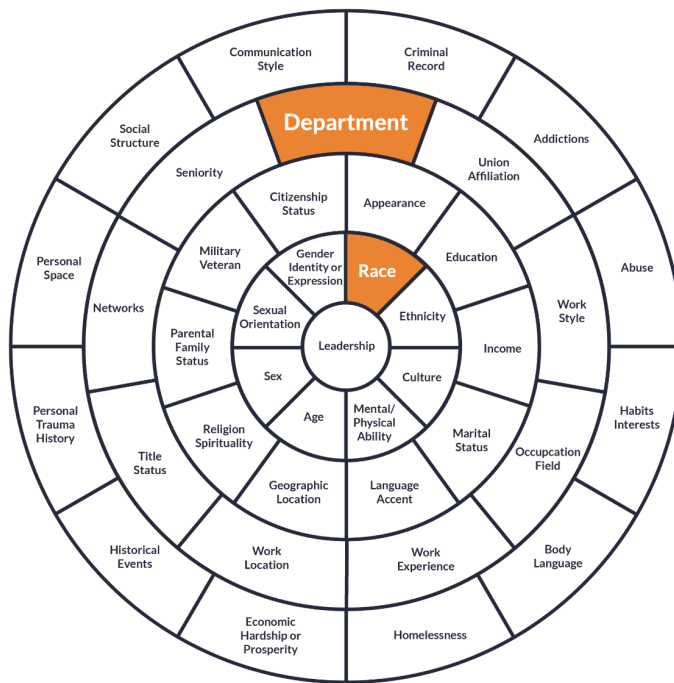


When people bring themselves into your organization, they do their best work. They remove barriers and solve problems on their own – for themselves and the people they care about. They produce more profit while reducing the stress of YOU – as the leader – having to put out **constant fires**, because...

*They stop creating fires altogether* – which means you get to lead the company of your dreams with less friction, more fun, and **greater impact** than you ever imagined possible.

Contrary to the Culture of Inequity many companies have by default, your Thrive Plan will give you the roadmap you need to **DESIGN** a Culture of Equity - A systematic effort to advance people of all diversities in your organization.

## Creating a Culture of Equity with Your Thrive Plan



**Career Equity Score: 47** /100

By \_\_\_\_\_ Department

By \_\_\_\_\_ Race

The **Assessment** portion of your Thrive Plan Initiative will give you and your teams the insights you need in order to focus your efforts on the right actions for the right intersections of individuals and groups who are experiencing inequities. You'll get to leverage your team's strengths as well as processes that are working well in other areas of your organization to put out urgent fires and distribute equity where it's needed most.



During the **Strategy** portion of your Thrive Plan you'll co-create a solution framework to resolve mistrust and promote equity throughout your company so you and your teams can systematically evolve every aspect of your organization from sales and marketing, to employee engagement and retention, to innovation and profitability.

We support you with **Communications** – down to the exact emails you can copy/paste to keep the process going smoothly – throughout this initiative to ensure the process is honest, transparent, and easy to understand for everyone in your organization, which means you and your team can worry less about getting buy-in, and focus more on guiding the collective vision of DEI for your company.

## How does this connect with employee training initiatives and the coaching you're already doing?

Your Thrive Planning Initiative, including the insights and discussions you have around your Assessment will serve as a guiding star for putting the appropriate coaches, trainings, and strategy sessions in place.

If you're already working with coaches, trainers, and consultants, we encourage you to share your insights and eventually your plan with them so they can help guide your company and your team members with the best information you have available.

## The Thrive Plan is for Your Organization if:

- ✓ You're committed to building an organization where all team members can truly THRIVE regardless of their past, privilege, or position in the company.
- ✓ You want to build the capacity of your team members to reach (and surpass) goals and objectives without unhealthy tension or burnout.
- ✓ You're willing to illuminate blind spots and take responsibility as a leader for what people are actually experiencing in your organization.
- ✓ You understand that a barrier to success for one person adversely impacts the success of your entire organization.
- ✓ You want to show up and show out a company culture that supports and enriches everyone it touches... including YOU.

**This is your time.**

"People *only* do business with people they like, know, and trust."

"**Employees** *only* work for leaders they like, know, and trust."

~ Kemy Joseph



## Here's What Your Thrive Plan Includes:

The actualizing your Thrive Plan has three phases.

Your first contract with us includes Phase 1 where we co-create your Your 3-5 Year Thrive Plan

Phase 1 Define Success	Phase 2 Micro-Progress	Phase 3 Scale Success
★ Assessment	★ Pulse Assessments	★ Annual Assessments
★ Keynotes: Increase Buy-In	★ Action Classes	★ Consulting
★ Data-Driven Input Sessions	★ Leadership Coaching	★ Advising
★ DEI By Design Strategy Sessions	★ Systems Intensives	★ Thought Partnership
★ Written 3-5 Company Thrive Plan	★ Individual Thrive Plans	
	★ Change Management	

## Phase 1 Visual Outline



## Timeline for Phase 1:

Approximately 4-6 months with most milestones scheduled during our initial Co-Creation Session.

## Sample Timeline **Phase 1** Define Success

