



New User Dashboard

Market Research

The Problem

There is a call for companies to integrate DEI rollouts and maintenance into their long-term plans for growth and change, as part of ESGs



It's difficult to delegate the tasks and responsibilities of a DEI lead to someone already on the team, due to limited time resources.



1) There is an extremely broad set of skills someone must have in order to cover all aspects of a truly effective DEI rollout & long-term maintenance plan.

2) Company needs might change over time once a DEI plan is implemented, and a company might not need a full-time DEI lead for all the coming years.



Hiring a DEI expert to join the team is a good option, but poses challenges...

The Value

Offer full-spectrum DEI consulting that *feels like* having an in-house lead, because of how personal and customized our approach is:
“We will be as dedicated to your company’s success as you and your team are.”



Step by step inclusion guidance:
Attraction → Implementation → Retention



Our differentiating value:

1. Empathic leadership courses, tools, and live trainings
2. Train-the-Champion program series
3. Global inclusion expertise—access to all of our country profile information, and a team of intercultural experts
4. Customizable areas of focus such as intercultural competency, neurodiversity, etc.



Spectrum of support:

1. Employee surveys, qualitative & quantitative
2. Global benchmarking: GIA
3. Strategy & policy development
4. Customized/tech-integrated e-learning & live learning plans for leaders & employees
5. Personal coaching for leadership & HR



Proprietary aspects

Employee Surveying
Technology & Full-
Spectrum Dashboard
(to develop)

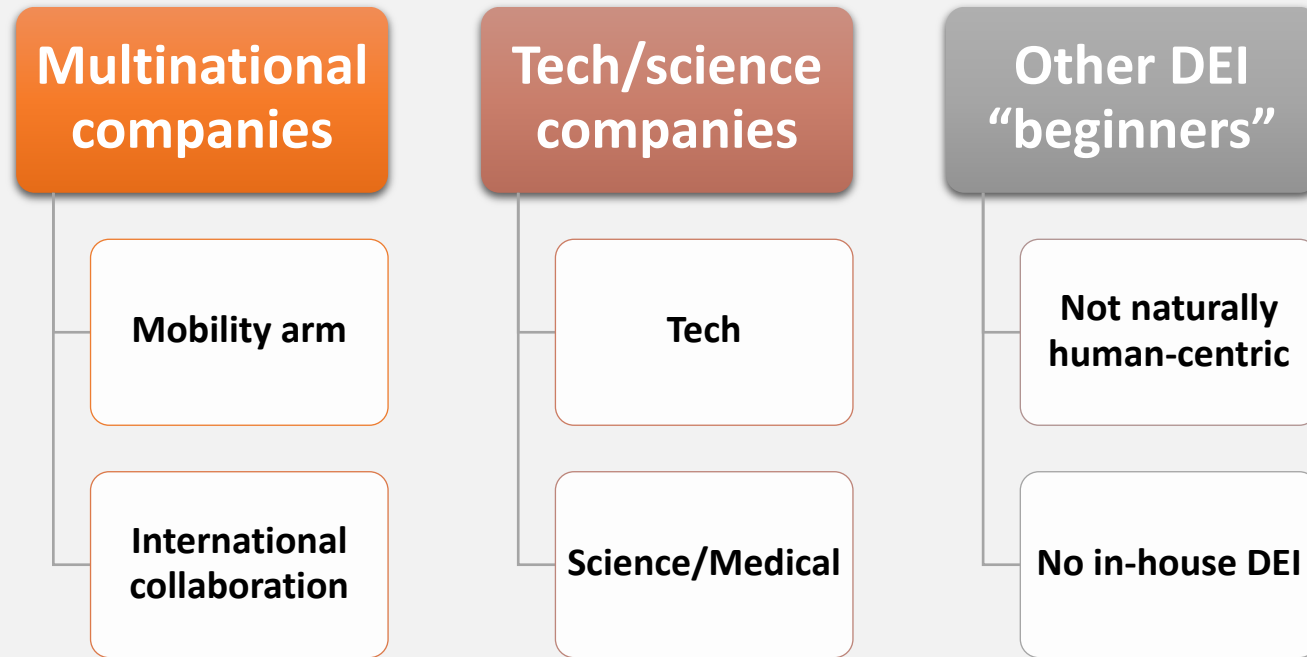
Global Inclusion
Analytics

Intercultural Expertise
& Content

Tech-Integrated
Learning Pathways

Empathic Leadership
& Train-the-
Champion

Potential Target Clients



CUSTOMER JOURNEY MAP

Identification of problem

Self-devised solution or struggle

Search for outside help/resources



Key Elements

- Societal pressure for companies to focus on DEI and ESGs
- Talent pools are drawn to companies that value DEI
- DEI rollouts are extensive endeavors

- May ignore the problem
- May try certain solutions based on existing resources
- May experience temporary resolution or continued struggle

- It becomes apparent that outside help or new tools are needed
- Company researches available options based on relevance, offerings, and budget
- Narrows down the options and selects the best one(s)



Pain Points

- Companies might not know where to start
- Too many tasks to delegate to existing staff
- Too costly to hire full-time DEI expert; hard to find one person with all skills

- May exhaust in-house resources: human, time, financial
- May experience even more issues if approaches are implemented and don't work
- May feel lack of direction

- Lack of resources that address DEI roll-out holistically and comprehensively
- Lack of resources within budget
- Don't know what resources to seek



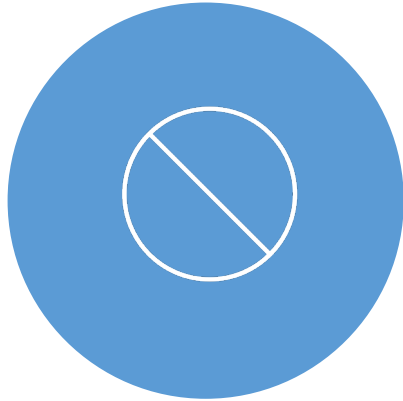
Opportunity

- Seek change in company culture
- Look for advanced solutions to support DEI rollout
- Chance to draw and retain new talent

- A chance to explore options for DEI support
- Can easily see where the gaps to be filled are

- Becomes familiar with resources for full-scale DEI support
- Finds org that meets their unique needs
- Opens to new possibilities for culture change

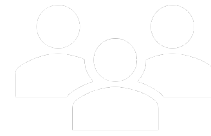
Competitors



SCENARIO #1:
POTENTIAL CLIENTS DO NOT SEEK HELP



SCENARIO #2
COMPANIES HIRE/HAVE
IN-HOUSE DEI LEAD



SCENARIO #3:
ORGANIZATIONS PROVIDING SIMILAR
SERVICES (*SEE SOLUTION PROVIDERS*)

Field assessment

Solution Providers

Seramount

www.Seramount.com

- **Assessment & Strategy:** Our unique employee listening technology uncovers rich data to focus your DEI efforts for the most meaningful impact.
- **Research & Advisory:** Our advisor's expert guidance and best practice insight support your strategic priorities and extend the effectiveness of your team.
- **Learning & Development:** Our workshops and events help you scale culture change and reinforce inclusive leadership skills at every level.
- **Patented “listening” program technology** – unites concepts of surveys and focus groups for anonymized employee feedback system, qualitative and quantitative

“ Your partner in driving transformative DEI progress. For more than 40 years, we've helped companies big and small, around the globe and across industries, shape their workplace cultures and tackle their diversity, equity and inclusion needs head on. Seramount builds comprehensive, employee-focused solutions that are tailored to your organization, whether your DEI programs are robust or you are building one from the ground up. Unlock your organization's full potential with our DEI and talent solutions.

Paradigm

www.paradigmhq.com

- **DEI strategy & analytics platform (patented)** – employee surveys, company benchmark metrics, algorithms that suggest the best initiatives, personal coaching with experts, tools for tracking changes in metrics as DEI initiatives are implemented
- **Assess current DEI efforts**
- **Design DEI strategy**
- **Implement inclusive processes**
- **Understand employee experience**
- **Create and provide learning journeys** – online, live, blended, & harassment training
- **Match with personal advisor**
- ***Clients:** Airbnb, NYTimes, Zillow, 1000+ global companies
- ***Partnered with Advent International Global Private Equity**

“ Transformative DEI Consulting From The World Leading Experts We help you build an organization your employees are proud to work for. We’ve partnered with 1,000+ global companies to build strategies, train workforces, and analyze DEI impact.

CultureAlly

www.cultureally.com

- **Data collection**
- **Assessment, audit, and benchmarking**
- **Strategy development**
- **Implementation**
- **Success metrics & KPI development**

“ Our process begins with data collection and a thorough [assessment and audit](#) as the first steps to crafting a customized strategy. We work with you through the framework, [strategy](#) and action plan development, including you and key stakeholders throughout every step of the way. We use a train the trainer approach so you can develop the skills to continue your DEI program into the future.

PowerToFly

www.powertofly.com

- **3-year DEIB strategy**
 - **Audit current practices and guidance for holding conversations with employees**
 - **Build a data-driven, long-term approach to address current gaps**
 - **Company branding to draw DEI-focused talent pool**
 - **Focus on talent funnel**
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GP Strategies

www.gpstrategies.com/solutions/learning-services/diversity-equity-inclusion/digital-solutions/

“Our flexible digital offerings can be purchased off-the-shelf or be customized to fit your organization’s unique learning needs and are available in every language.”

Other Solution Providers

- <https://www.culturecoach.biz/diversity-consulting.html> (global focus but not as many offerings)
- <https://www.hello-collective.com/services/consulting> (full-spectrum but geared towards millennial-driven brands)
- <https://www.ibisconsultinggroup.com/>
- <https://www.leadingnow.biz/why-leading-now>

“Best of” DEI consultant lists:

- <https://www.myshortlister.com/de-and-i-consulting-companies/vendor-list>
 - <https://www.g2.com/categories/diversity-inclusion-consulting>
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	Seramount	Paradigm	CultureAlly	PowerToFly	GP Strategies	Us
Interactive roll-out dashboard	yes	yes	yes	yes	yes	To implement
Employee surveying tools	yes	yes	yes	unclear	yes	To implement
Employee focus groups & listening sessions	yes	yes	yes	yes	unclear	To implement
Assessment & Global Benchmarking Tools	yes	yes	yes	yes	yes	Yes ✓
Strategy & Policy development	yes	yes	yes	yes	yes	Yes ✓
Intercultural content database & team expertise	unclear	unclear	Yes – but not emphasized, just in training options	no	no	Yes ✓
Inclusion guidance from attraction to retention	Yes, but lacks focus on “attraction”	Yes, but lacks focus on “attraction”	Yes, but lacks focus on “attraction”	Yes – includes employer branding & inclusive job posting template tool	yes	Yes ✓
E-learning pathways	yes	yes	yes	unclear	yes	Yes ✓
E-learning integrates with existing LMS	no	yes	yes	unclear	unclear	Yes ✓
Live trainings	yes	yes	yes	yes	unclear	Yes ✓
Empathic leadership / train-the-champion	no	no	no	no	no	Yes ✓
Personal coaching & support for leaders and HR	yes	yes	yes	unclear	unclear	Yes ✓
Metrics follow up tools & long-term KPI development	yes	yes	yes	yes	unclear	Yes ✓