

Divided We Fall

Creating Space for DE&I During
Social and Political Upheaval

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**Take your company values
off the wall ...**

... and put them to work



Look externally.

We strive to meet and exceed the needs of our customers with agility, speed and innovation. We lead the marketplace by continually evolving, responding quickly and delivering our customers a superior experience.



Execute with excellence.

Good enough is never enough. With a focus on continuous improvement, our actions are driven by sound analysis and an intense focus on excellence.



Act with professionalism.

We operate with integrity, hold ourselves and each other accountable, treat others with respect, and embrace diversity and inclusion. This is the cornerstone to our long-term success and at the very foundation of what it means to be an ally.



Deliver results.

We are passionate about winning – for our customers, our teams and our company. Success is measured by both the outcome and the path to achieve it.

**Should my organization respond
to social and political issues?**

Well, it's a balancing act...

Political/Social Issues

Decision Tree Example

Outcome 1:

Issue proactive public statement via media, social media or other comms.

Outcome 2:

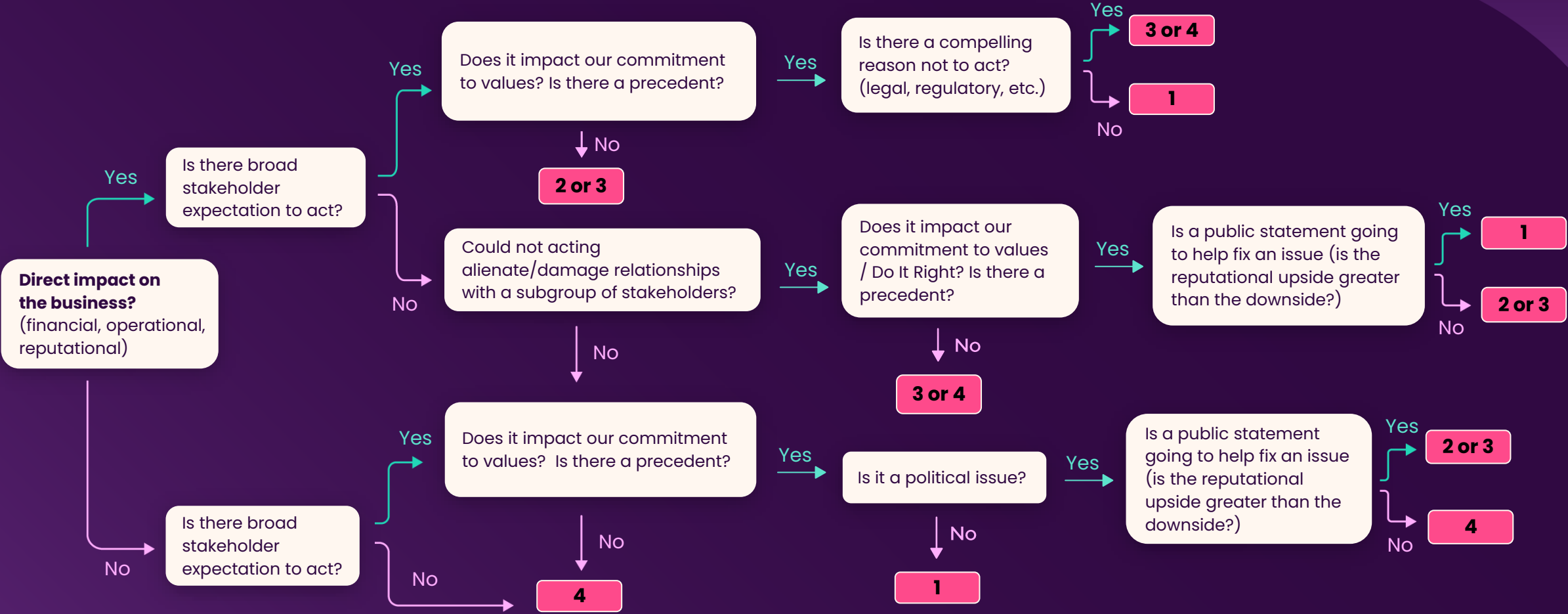
Targeted engagement with the understanding it could be public; reactive statement if necessary.

Outcome 3:

Behind the scenes engagement or engagement through a 3rd party.

Outcome 4:

Monitor. Do not engage.



**Be a counselor to your
leaders.**

**Be a confidant to your
employees.**

Engaging With Leaders

- ✓ Be courageous and willing to have a conversation.
- ✓ Model the behavior you want leaders to demonstrate.
- ✓ Be clear on your stance as a leader and comfortable with vulnerability.
- ✓ What is right for the organization and your personal values can be at odds.
- ✓ Call out actions or decisions that go against core values.
- ✓ Support your organization while creating space for people with different opinions.
- ✓ Lay out potential stakeholder reactions.

Supporting Employees

- ✓ Silence isn't acceptable as a response to social issues — especially with your employees.
- ✓ Create space for conversation in the moment.
- ✓ You may not have all the answers.
- ✓ Hold a safe space for people of all backgrounds to contribute.
- ✓ Political discussions are going to happen. Help managers and team members work through these conversations productively.
- ✓ Share outcomes of employee conversations.

This is heavy work.

**Put your oxygen mask
on first.**



Key Takeaways

Be clear about how and when you communicate as a company.

You're either going into a storm, in a storm, or coming out of a storm.

Take care of yourself and your teammates.

The background features a purple-to-blue gradient. On the left side, there are several concentric white circles of varying radii. On the right side, there are several vertical white lines of varying heights, creating a grid-like pattern.

Thank you