

## The AcornOak Team

Let AcornOak be your one-stop outsourced marketing and business partner.

Our name says it all: We're about helping our clients grow through business strategy, brand awareness, lead generation, creativity & innovation.

**AcornOak:** Your Best Resource for Marketing Expertise

Diversity and inclusion matter in the workplace. Creating a more equitable and supportive environment for everyone isn't just the right thing to do, it is a smart business decision: Inclusive businesses outperform industry norms by 35% (McKinsey) and have 19% higher revenue (Boston Consulting Group). We'll help your team develop a culture of diversity and inclusion through our AcornOak unique process.

**3 months contract**  
**Market Price: \$15,000/month**  
**AcornOak Fee is \$6,500/month**

### MEET OUR TEAM OF EXPERTS



**Virginie Glaenzer**

Digital expert  
 Marketing strategist  
 Content writer  
 Sales funnel creator  
 Conference speaker



**Leslie Cohen**

Product developer  
 Partnership executive  
 Business strategist  
 Business coach  
 Advisory Specialist



**Sharon Lewis**

Marketing strategist  
 Market researcher  
 Brand strategist  
 Go-to-market strategist  
 Content writer



**Robbi Muir**

Graphic designer  
 Brand strategist  
 Creative art director  
 Marketing designer  
 Artist/painter



**Lori Schwebel**

Marketing strategist  
 Product launch expert  
 Market researcher  
 Content writer  
 Event coordinator



**Emily Klein**

Business strategist  
 Digital marketer  
 Author/writer  
 Executive coach  
 Business developer

## An Evolving Market

REQUIRES A NEW APPROACH

*The acute mental stress and physical separation people have recently endured has made fostering an inclusive culture even more valuable.*

## Powered by Compassion

WITH A 'SENSE OF BELONGING' FOCUS

Today, companies around the world are taking a hard look at their diversity and inclusion (D&I) programs and policies. This work can be challenging, but it's crucial to creating a more equitable and supportive workplace for everyone.

People who work in a culture where they feel recognized and valued are more satisfied with their jobs, committed to the organization, and accountable for their performance. Inclusive organizations are 1.7 times more likely to be innovation leaders in their market (Josh Bersin) and 70% more likely to capture a new market (Harvard Business Review).

## The AcornOak Process

In an initial two hour meeting-workshop, we'll present inclusion and diversity concepts and best practices so you can understand the 7 Pillars of Diversity & Inclusion, your CSR Scorecard, and showcase successful programs examples.

We'll engage your team with a set of questions, using a Socratic approach, to dive into your organization's vision to co-create an outline of your D&I top-to-bottom business program.

## Our Team Approach

INFORMED INSIGHTS AND QUANTIFIED OUTCOMES

### Diversity & Inclusion Assessment and Vision



This workshop covers a mix of:

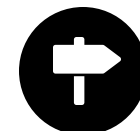
- **Training:** The 7 Pillars of Diversity & Inclusion, uncovering our bias, examples of successful D&I programs and understanding your CSR Scorecard.
- **Socratic discussion:** What are the company's existing values and culture? What problems do you think you want to solve? What is your vision and where do you want to arrive?
- **Program development:** We'll engage to co-create a plan, based on a roadmap for transformation, with processes and systems to support values and well-defined behavior expectations.

### Co-Creation of a Transformation Program



Over the next two months, we'll guide your team to create the new program, flowing from our discussions and additional research. Employees will naturally develop a sense of belonging by being involved in the birth of the new D&I program. Depending on your available resources, we can supplement your skills to implement both internal and external-focused programs as your extended team.

### Measure, Collect, and Share



Whether the objective is to increase the number of diverse candidates applying for jobs or provide a welcoming environment to employees of varied backgrounds, data collected and analyzed will be shared with key stakeholders to improve accountability and transparency and empower them to weigh in while charting a path forward.