

01

DIVE into Discovery

Shape a compelling case for change to ignite your DEI Strategy. Build shared understanding of the components that will be most impactful. Identify a plan for pertinent data and input collection.

02

Connect The Dots with Data

Categorize findings into relevant priorities and emerging themes to build strategic pillars. Align with talent/business strategies.

Architect DEI Strategy

Need to create a comprehensive DEI Strategy? Want to leverage change management and enhance stakeholder buy-in? Our efficient and structured approach will expedite the process of building a defined and aligned framework of thematic priorities. Outcomes include a sharable strategy map and communication plan.



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03

Clarify the Core Change Message

Explore and anchor expectations around what will change in the future state. Build a foundational core message to gain support, communicate expectations, and accelerate the pace of change.

04

Coalesce the Strategy Map

Process key insights, validate priorities, and experiment with different structures to depict priorities in an easy-to-understand visual. Identify communication plans. Set the stage to activate your strategy through a program of metrics & initiatives.

05

Envision Success

Collaborate with key stakeholders to visualize what success looks like for each strategic priority. Capture strategic objectives in action-oriented language. Build support for implementation.

06

Build the DEI Scorecard

Identify success measures and reporting mechanisms. Collect baseline data and input to set target goals for your DEI Scorecard.

Activate DEI Strategy

You have a strategy, now how do you bring it to life? We'll help you frame up customized DEI objectives, measures, and targets, and translate your plans into action by designing a program of aligned priority initiatives that move the needle toward your goals. Outcomes include a DEI Scorecard and program outline.



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07

Identify HILI Initiatives

Identify the Highest Impact, Lowest Input (HILI) activities that will close the gap between your current and desired future state. Shape project plans and estimate resource needs.

08

Organize the DEI Program

Collaborate with key stakeholders to determine project execution details based on desired pace and capacity, resource availability, and funding. Organize project leadership and engage the team to begin implementing your plans.

Organizational Readiness*

Companies are ready to architect their DEI Strategy when they:

- Have 1 or more executive leaders willing to sponsor, advocate for, and model behaviors in support of DEI
- Have access to relevant talent data and/or market data to measure DEI progress
- Have leadership agreement to invest necessary resources (time, talent, funding, influence) in DEI work
- Know that active engagement from and access to key stakeholders will be required for strategy development
- Are open to changing current norms, practices and systems in order to strengthen organizational health

**Need help navigating these dynamics? Consider starting with our general advising package to help you drive change.*

Why Choose Us

At Mindpower Strategic, we have over 20 years of experience evolving cultures in healthy ways to be more inclusive and equitable. Our tone and approach are centered in change management techniques that create psychological safety, draw people in and inspire them to be their best selves. Drawing from our unique blend of strategic planning, change management, communication, project leadership, DEI and culture-shaping skills, we can provide the structure and tools to help you lead purpose-driven and meaningful change.

Investment

Pricing ranges for strategy architecture and activation are based on organizational size and needs.

Special small business, nonprofit and government rates available.

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Next Steps

Research availability of stakeholders and resources for DEI Strategy work

Identify ideal timeline for proceeding (each package = 3-6 months)

Request a customized proposal (angela@mindpowerstrategic.com)

