



More and more leaders are afraid for their businesses. Not because their brands and organizations are not innovative or relevant, but because they connect with the changing face of today's consumers and the ever-evolving workforce.

In today's global marketplace, organizations must be culturally intelligent. It has become a business imperative. We know that many organizations face serious workforce dilemmas in communicating to diverse audiences internally and externally through traditional methods. We become your organization's partner for building more inclusive and innovative workplaces by advising you in the areas of communication, diversity and leadership.

As your partner, we deliver customized strategic plans, large-scale trainings, and one-on-one coaching to help build a more sustainable, authentic and inclusive organization. As a result, you achieve higher levels of effectiveness in cross-cultural relationships, leadership, and organizational governance.

what we do.

# Our mission is to serve as architects of **Culture Communication, Diversity, Change and Community.**

We work to help remove communication barriers and discover ways in which can alter, adjust and amplify their communication methods in order to make both employees and consumers feel valued, understood, included and respected.

## We drive clients to:

- Embrace culture as ever-evolving element that transforms organizations.
- Execute communication strategies that strengthen brand position and value.
- Engage diversity goals that become woven to the fabric of business imperatives.
- Empower change within internal environments for the sake of driving innovation.
- Establish community by defining the road and the destination to inclusion.

We are led by Dr. Aerial Ellis, a sought-after thought leader and an award-winning communicator recognized globally for the proven ability to transform culture, improve diversity, navigate change, increase exposure, build community and drive innovation.



- We enjoy transforming organizational culture and human potential.
- We define success by helping organizations get to their desired destination.
- We thrive in innovative environments and collective communities.
- We appreciate change and the shift it introduces to culture.
- We model authenticity and fearlessness by inspiring action and empowerment.
- We start conversations around why inclusive communication and the need for cultural intelligence will represent the new strategy for sustainable business growth.
- We celebrate cross-cultural competence and extract risk-learnings with a strategic lens and entrepreneurial spirit.



- **ASSESSMENT & DELIVERY:** Advising leaders, developing curriculum and leading facilitation for diversity and inclusion, cultural competence, talent/organizational development.
- **STRATEGIC PLANNING:** Assessing the need for solid ongoing multi-functional communication strategies, senior leadership stewardship and accountability, change management goals and strategic diversity initiatives that show cultural intelligence and competency as well as drive business imperatives.

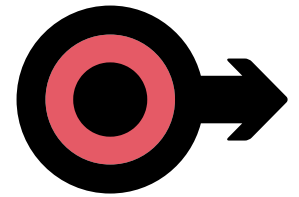
Helping organizations gain key insights around workplace diversity, drive advocacy for issues of inclusion and improve management and measurement of their reputational assets through strategic planning.

- **LEADERSHIP COACHING:** Coaching corporate groups in generational diversity with focus on leadership development, professional growth and collective learning for millennials; developing intergenerational workforce strategies to improve operational structure, organizational culture, leadership development/training, marketing/communication, recruiting/retention, and brand awareness and engagement.
- **TRAINING AND DEVELOPMENT:** Developing training and assessment resources for professionals and senior leaders for diversity, equity and inclusion to play a more pivotal, strategic and driving role across their organizations.

## STRATEGIC PLANNING

Organizations often face serious workforce dilemmas in communicating during a culture shift and need guidance for determining which solutions work best. Organizations need a broader range of ideas and insights to draw on in decision-making, brand engagement, workplace culture and policy development.

Organizations need plans that capitalizes on past wins, current momentum and future success; and identify any obstacles that lie ahead in order to produce strategies to overcome them. Strategic planning/consulting services will be grounded in evidence-based research that assumes a growth mindset for organizations to flourish. Strategy formulation services are always provided to direct leaders/departments in measurable phases with milestones so that all parties are satisfied. Consulting enables organizational leaders to readily access an expert who will customize evidence-based solutions for your organization.



## ASSESSMENT & DELIVERY

The process of strategy formulation begins with a required expert assessment of purpose, mission, values and culture of the organizational area of concern. Strategic plans ensure consistency and effectiveness in communicating organizational goals and objectives.

The tactics of the plan are carried out through segmentation of actions and messages that improve strategic imperatives in talent, business impact and leadership accountability. Ideally, a 12-month program is built so that each focus area will take on an integrated approach and have its own dedicated plan with the following: objectives, audiences, strategies/tactics and measurement. Once formulated, the strategic plan will be delivered directly to senior leader(s) in a respective area identified at the start of the engagement and executed by the organization. The consultant will advise on implementation and monitor during the execution and measurement phases as needed. Fee: \$8000/mo.

## CONSULTING

The consulting process closely aligns an advisor to a senior leader in need of focused attention on program/process improvement and may include strategic plan advising including assessments, skills training, customization, research or data analysis. A minimum 90-day engagement is required; could also include strategy formation. Virtual video sessions may also be scheduled over the course of the engagement. Fee: \$6000/mo.

## COMMUNICATION AUDIT

A minimum 60-day agreement includes a comprehensive communication process of internal and external audit and research, data reporting and analysis, strategy and objectives development, in-house investigation, industry/competitor analysis, solution assessment and consultation. Fee: \$3500

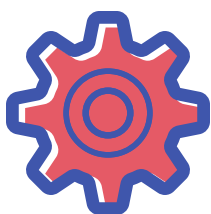


## LEADERSHIP COACHING

Coaching outcomes are aimed to develop leadership capacity in areas that are key to each employee's success and drive organizational performance through tactical execution, deliberate practice of desired behaviors and focused strategic thinking. It will also allow leaders to leverage strengths and mitigate risks, so that each leader can increase the probability of achieving key organizational outcomes ultimately increasing retention of desired executive leaders.

### LEADERSHIP COACHING (FOR MID-MANAGEMENT)

As employees in mid-management seek advancement and present a unique set of desires and challenges, organizations must identify those who have potential in accordance with what they value and what is needed. A customized leadership development experience is critical. It is designed to foster breakthrough experience and encourage a transformation process toward accelerated growth. Individual coaching brings consistency to the emerging leader's development, which when coupled with ongoing feedback from management, can exponentially accelerate the leader's learning curve and organizational value. Unlike traditional leadership



development programs, individual coaching is customized in a way that addresses specific behavioral and skill gaps allowing targeted, efficient focus on what needs to change first and how. Individual leadership coaching typically requires at least 6 months of engagement for up to 50 hours. Service includes an intake session, individual quantitative and qualitative assessments, 360 interviews, written behavioral action plans, personal brand map, one-on-one calls/sessions, milestone meetings with stakeholders, constructive actions, and accountability. Fee: \$7000

### MILLENNIAL COACHING

A culture shift is now happening as millennials become 75% of workforce leadership by 2025. Organizations must be prepared for the shift that is quickly approaching by encouraging, preparing and coaching millennial employees for leadership. This shift helps millennials recognize their value and be prepared for unprecedented leadership. Group coaching for millennial employees (4-8 people) ages 21 -35 typically requires a half-day leadership training session for emerging leaders (young professionals/ERG) within your organization with six-weeks of virtual learning.

Based on curriculum from the book, *The Original Millennial*, group coaching gives millennials best practices for fine-tuning the skills needed to take their professional careers, and your organization, to the next level. Service features a needs assessment and survey for strategic development, copies of the book, *The Original Millennial*, a six-session leadership development training (virtual), a group video chat, a follow-up and online assessment. One-on-one coaching sessions are also available for high-potential leaders identified by management. Fee: \$4500



## TRAINING/DEVELOPMENT

Organizations require meaningful experiential events. Anything else is a waste of time, money and energy. Experiences must be customized to have real impact. Your operational investment is multi-fold. Organizations may offer workshops that are customized for your specific learning outcomes. While online courses have different business outcomes from in-person workshops, both options include program materials and assessments. Workshops can be customized to include case study scenarios, interactive role-playing, virtual or digital training, pre-event assessments, a digital playbook, and post-event impact boosters to business outcomes. Organizations may also elect for a one-time workshop or a series of online modules to introduce a new topic or to accelerate a learning opportunity.

### ONLINE COURSE SERIES

The online course series is an eight-week instructor-led program developed for professionals interested in creating an inclusive and supportive culture that promotes equal opportunities and engages in difficult conversations - this includes leaders, managers and team members responsible for efforts in strategic communication and organizational culture seeking an independent study with an interactive personalized approach.

Each course in the module is delivered consecutively for 1-2 hours per week, and includes videos/reading lists, case study scenarios, pre/post assessments, conversation guides and a certification of completion. The modules are offered as scheduled with a maximum class size of 20 at a time.

Fee: \$1495/per person



### UNCONSCIOUS BIAS MODULE:

1. Know Your Blindspot: An Introduction to Unconscious Bias
2. Myths and Stereotypes
3. Power, Privilege and Oppression
4. Identity and Intersectionality
5. Discovering Intercultural Competency
6. Bias-Breaking Strategies: Identifying and Interrupting Unconscious Bias

### INCLUSIVE COMMUNICATION MODULE:

1. Intercultural Communication & Engagement
2. Race and Ethnicity
3. Gender Identity and Sexuality
4. Ages and Generations
5. Demographics, Lifestyles and Language
6. Leadership and Management



## WORKSHOP SUMMARIES

This option is recommended for organizations seeking to offer a full day of training, a series of in-person workshops and/or multiple events for maximum attendance; includes set-up/breakdown time and break with materials and pre/post assessments. 10 people minimum required per session. Topics not listed below can be customized (ie. implicit bias).

Full Day Session Fee: \$10000

Half-Day Session Fee: \$4800 (25 ppl max)

Workshop Series Fee: \$2000 (one 1-hour workshop)

### **Next Generation Diversity: Grooming Millennials for Leadership**

*A revealing look at what organizations must do to understand, develop and engage millennial employees born 1980-1995 as the largest generation to date.*

- Understand the traits/qualities/generational myths associated with millennials (when a generation shifts organizational culture).
- Gain practical approach to leadership development based on professional and personal needs of millennials (when millennials redefine diversity).
- Develop best practices for millennial employee engagement - coaching, mentoring, sponsoring (when leadership transcends generations).

### **Communicating the Business Case for Diversity and Inclusion**

*A focused discussion on how to ensure the practice of diversity and inclusion becomes an intentional and deliberate element of workplace culture (ideal for beginning D&I initiatives).*

- Understand the process for beginning and sustaining highly effective diversity and inclusion programs.
- Learn how to create of a talent pipeline to recruit and retain professionals with a multicultural mindset.
- Develop partnerships with industry professionals of diverse racial backgrounds, ethnicities, languages, generations and sexual orientation.
- Embed multicultural understanding and expertise into your organization's culture through an impactful bottom line approach.



### **Beyond the Buzzword: Getting Intentional about Diversity**

*A thorough study of today's most pressing issues of cultural diversity in the world and the workplace (ideal for early D&I programming).*

- Understanding the components of an ongoing and highly effective diversity and inclusion service delivery model.
- Discover the benefits of emphasizing diversity and inclusion within your business.
- Learn how to improve workplace culture and strengthen relationships with consumers/employees through cross-cultural competence.
- Overcome common challenges that keep businesses from unlocking the potential of teams, customers, and communities.



## WORKSHOP SUMMARIES

### Intercultural Competency for Effective Communication

*An in-depth look at the fundamentals of diversity, cultural competency and effective styles of communication and messaging (LBGT, Ethnicities, Veterans, Intergenerational, Socioeconomic, Ability/Disability) – ideal for ERGs.*

- How to define/redefine diversity, inclusion, and cultural competency for your organization.
- How to recognize stereotypes, overcome perceptions and understand the role of hierarchy, bias, power and privilege in improving cultural competency.
- How to enhance the overall effectiveness of organizational communication and messaging through cultural awareness and advocacy.
- How to assess organizational and employee needs, benefits, value, and importance of implementing highly successful diversity and inclusion initiatives.

### The Cultural Shift: Where Do We Go From Here?

*A comprehensive review of how the most successful organizations are assessing, analyzing, and developing ways to address critical issues in the workplace (ideal for decision makers).*

- Examine general concepts that are relevant to business and performance improvement by understanding the various changes and challenges affecting organizations both on a global and local level.
- Increase general knowledge and awareness about effective diversity and inclusion programs needed to support an organization's shift in culture.
  - Learn how to use time, talent and tactics that get “buy-in” for organizational change.
- Prepare initiators of change to be highly flexible and savvy in their approach to leading a culture shift.



### Personal Branding: How to Stand Out Within Your Organization

*A creative chance for employees to explore and express their unique talents and contributions through personal branding (ideal for ERGs).*

- How to design your personal brand through exploring the cultural evolution of brands/organizations, organizational structure - corporate presence vs. personal contribution, and the elements of a brand.
  - How to value your personal brand by communicating unique vision and voice; interests, goals and influence; achievements and advantages; and cultural differences and diversity.
  - How to master your personal brand by developing: a 30-second elevator pitch for use during networking, a passion that demonstrates commitment, well-roundedness and enthusiasm, a game plan for a making successful networking plan, an online presence to strengthen your professional reputation, and the openness to change, growth and evolution.

## WORKSHOP SUMMARIES

### The Intergenerational Approach to Today's Workforce

*An open conversation about four generations at work and the gaps, challenges, advantages and opportunities this historic shift presents for organizations (for all leaders/managers – executives, deans, department heads, students).*

- Learn the distinct influences and attributes for each generation in the workforce.
- Assess the unique issues within your organization's culture based on your multi-generational workforce to attract, retain, communicate and appeal to a younger, more diverse demographic.
- Identify best practices for creating and sustaining the future success of your organization by implementing a collaborative strategic approach.

### ReGeneration: Redefining Leadership for the Next Generation

*An action-oriented class preparing Generation X for the next phase of organizational leadership (for students/young leaders).*

- Access tools for transformational leadership within a multi-generational workforce.
- Leverage the authenticity of your generation to develop your influence.
- Discover best practices to move your career and your organization forward through collaboration.

### What Women Want: Money, Power, Respect

*An up-close moment for women to gain influence and access while preparing and positioning themselves for leadership in the workplace.*

- Examine the gaps and opportunities for greater financial success and wealth building.
- Discuss the unique advantages for leveraging influence, intellect and relationships through power.
- Balance the bravado to earn respect in male-dominated environments.

### Vision & Voice: Building Your Brand in a Networked World

*A fun, teachable time for young leaders age 18 and under to learn early lessons in brand building.*

- How to define your vision – a chance to create keywords/platforms for your vision using words, symbols and colors.
- How to create your voice - a look at examples of public figures using their voices throughout society.
- How to develop your brand - a time to learn the elements of brand, establish a foundation for your brand, and communicate your brand through practice writing a personal brand statement and other exercises.



## CLIENTS & PROJECTS

AIG

Amazon

Johnson & Johnson

US Army Corps of Engineers

Metropolitan Nashville Airport Authority

Tennessee Department of Education

Tennessee Barber and Cosmetology Board

Tennessee Bar Association

National Urban League

National Diversity Council

National Organization for Workforce Diversity

National Collegiate Athletic Association

Pilot International

Nashville CABLE

Tennessee State University

Vanderbilt University

Fisk University

Lemoyne Owen College

Tractor Supply Company

University of Alabama

Women's Foundation of Memphis

100 Black Women of Middle Tennessee

General Board of Higher Education Ministry

## OUTCOMES & BENEFITS

- Model evidence-based practices in behavior change.
- Build your knowledge around diversity and inclusion.
- Provide a confidential assessment of individuals and teams.
- Add a third party, objective, supportive perspective to your leadership team.
- Increase accountability of each leader's personal and professional goals.
- Improve specific skills related to each leader's role, such as supervisory or managerial skills, interpersonal communication, executive presence, conflict resolution, productivity, diversity/inclusion.
- Create space and opportunity for your team to engage and explore diversity while building leadership skills.
- Learn how to integrate diversity in existing hiring, orientation, and staff development programs.
- Develop a strategy for assessing and measuring, designing programs and initiatives, and implementing efforts to promote and sustain diversity and inclusion.
- Observe world-class techniques from superb organizations that have done similar work.
- Review strategic business decisions related to operations, customer service, marketing, management or financials.
- Have a sounding board for communication issues.
- Prevent problems, thereby avoiding more expensive, time consuming or embarrassing actions.
- Support each employee growth past any limiting beliefs





Advisory83

[www.advisory83.com](http://www.advisory83.com)

## AERIAL ELLIS

Managing Principal

[aerial@aerialellis.com](mailto:aerial@aerialellis.com)

615.496.6826

