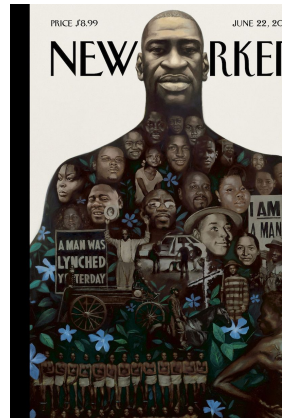




# PRISMWORK

Empowering Your Company for Success  
in the New World of Work

The global pandemic and intense social change are disrupting every aspect of our lives and particularly the workplace.



# Workplace cultures must adapt.

## Old Way of Working

- Hierarchical
- Cultures of What
- Facetime
- Homogenous
- Productivity Focused
- Profit Driven
- “Boomer” and “GenXer”

## New World of Work

- Democratic
- Cultures of Why
- Results
- Diverse
- People Focused
- Purpose Driven
- “Millennial” and Emerging “Gen Z”

# New leadership skills are required.

## 20<sup>th</sup> Century Leadership

- Authoritarian
- Selective
- Autonomous
- Traditional
- Risk Averse
- Individual Performance

## 21<sup>st</sup> Century Leadership

- Transformational
- Transparent
- Collaborative
- Agile
- Courageous
- Team Performance

# Customers, employees, and shareholders are demanding immediate action from leaders. The response...?

SILICON VALLEY  
BUSINESS JOURNAL

**Fintech unicorn Carta's gender pay gap advocate sues them over same issue**

BUSINESS  
INSIDER

**Pinterest adds first Black board member after accusations of discrimination from employees**

BUSINESS  
INSIDER

**The women suing Google over gender discrimination want to expand the lawsuit to a class action**



**TECH COMPANIES JOIN FORCES TO TRACK DIVERSITY HIRING AT THEIR VENDORS**

TIME

BUSINESS • COVID-19

**'Brands Are Really Going To Be Judged.'  
Companies Are Walking a Tightrope During the  
COVID-19 Pandemic**

The New York Times

***Shareholder Value Is No Longer  
Everything, Top C.E.O.s Say***

The New York Times

***REI Faces Staff Backlash Over Response  
to Covid-19 Cases***

ADWEEK

**35% of Americans Think Brands  
Should Extend Their Facebook  
Boycott to Create Credible Change**

Addressing all of it  
at once seems  
daunting.

How do you  
prioritize?



**Diversity:**

*Generational shifts in attitudes  
and values around how we and  
who we work with*



**Leadership:**

*Shifting power dynamics due to  
the increased accountability  
for corporate leaders.*



**Culture:**

*Technology and global shifts that  
allow for more inclusive and  
bespoke workplace cultures*



**Brand Reputation:**

*Realizing corporate  
participation in inclusion and  
social issues reflects on brand  
integrity and market relevance*



Introducing

# PRISMWORK

A multicultural collective of cross-disciplined experts helping brands and industries assess and address today's change.

PrismWork is a future-forward consultancy designed to meet the needs of today's evolving companies.

We provide workplace culture-focused initiatives including:



Culture360° Assessment

Company analysis & implementation plan



21st Century Leadership Labs

Workshops and training



Customized DE&I Solutions

Individual services to support specific needs

Our Goal:

To help you be sustainably **stronger, better, more productive**, and **more profitable** in the years to come.



# HEARTI Quotient™ -

## Measuring for Success in the New World of Work

Built on recent breakthroughs in cognitive and positive psychology, organizational design, performance management, and extensive research with leaders across numerous industries, we've created the **HEARTI Quotient™** - a measurement system to assess where your culture and your leaders are on the continuum of 21st century readiness. The **HEARTI Quotient™** is foundational to all of the work we do.



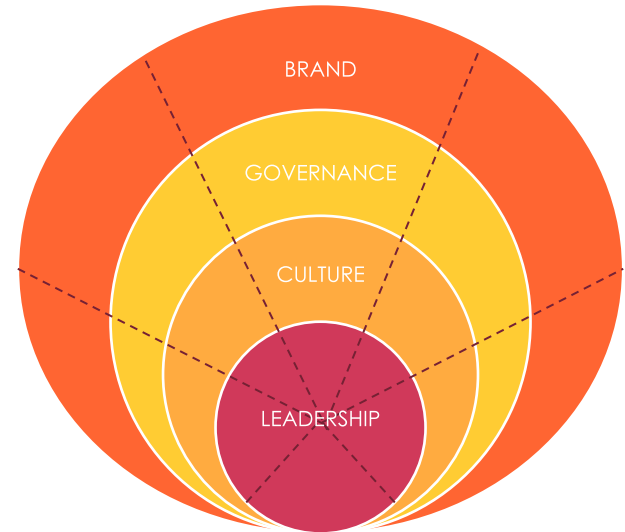
# Culture360° Assessment

Using our proprietary, **Culture360° assessment framework**, we:

- Determine **employee sentiment** and areas for company growth
- Compare company **culture**, **HR policies** and **programs** to best-in-class workplaces
- Analyze the **external and internal branding** in relation to company values and goals
- Identify **opportunities and constraints** that may affect intended outcomes
- Prioritize **areas of focus, timeline and owners** to incorporate into your customized Playbook

The result?

**Culture becomes your competitive advantage.**



# Culture360° Phase I: Launch

We will:

- Conduct a **kick-off meeting** with the leadership team
- Propose a **timeline** for the engagement
- Provide an overview of the **process management** and data collection plan
- Share language and advice for **company leaders** to share the 21st Century Culture Assessment information with employees

## Laying the groundwork

The PrismWork team meets with company leaders to create a plan for collaboration and draw out a complete process for the assessment.

# Culture360° Phase II: Data Collection

## Gathering the data & insights

The PrismWork team will partner with you to gather the critical data and insights to understand where your culture is and where it needs to be.

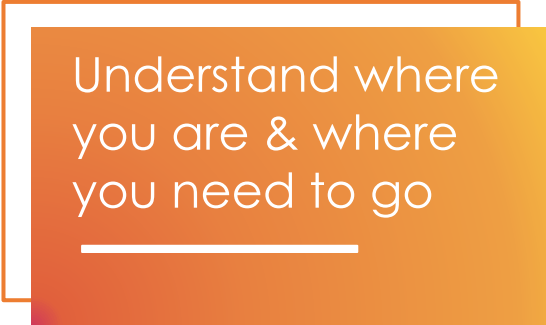
We will:

- Gain an understanding of your company's **mission & values**
- Collect **programs, policies, and practices** data from your company
- Conduct **CoreCulture™ survey** or leverage your employee engagement survey
- **Interview** a select set of employees & outside stakeholders
- Review and assess **external signals** to understand your full brand
- Assess your **brand position and culture** relative to your competitors and to best-in-class companies in your industry and beyond

# Culture360° Phase III: Culture Analysis

We will develop custom insights to:

- Determine **employee sentiment** and areas for company growth
- Compare company **culture, HR policies** and **programs** to best-in-class workplaces
- Analyze the **external and internal branding** in relation to company values and goals
- Identify **opportunities and constraints** that may affect intended outcomes
- Prioritize **areas of focus, timeline and owners** to incorporate into Playbook



Understand where  
you are & where  
you need to go

# Culture360° Phase IV: The 360° Playbook

Delivering actionable plans to help you make the change you need

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After analyzing the collected insights & data, we will provide company leadership with a customized **Culture360° Playbook** which includes:

- A **comprehensive set of actionable recommendations**, prioritized actions, and owners to create a plan for where you want to be that fits with specific needs
- Tools and tactics for **tracking outcomes and delivering measurable results**

# 21st Century Leadership Labs

Leading in today's workplace requires a new set of skills built on our proprietary **HEARTI** model **humility**, **empathy**, **accountability**, **resiliency**, **transparency**, and **inclusivity**.

Our leadership labs are customized for targeted audiences to meet their unique needs and to provide them with the personal insights and tools to be the change agents required for success.

From workshops, to team trainings, to 1:1 coaching, we provide your talent with the 21st Century Leadership skills they need to help your company thrive.

## CUSTOMIZED DEI SOLUTIONS

A 21st century workplace with a focus on Diversity, Equity & Inclusion is imperative. This new awakened culture adds value that inspires growth and new solutions.



### **Leadership Readiness:**

Interview leaders and assess readiness and opportunities



### **Leadership Lab:**

Provide tools and a 21st century leadership framework for becoming an inclusive leader



### **DEI Assessment:**

Assessment of current DEI data and practices, and provide recommendations



### **Courageous Conversations:**

Empowering leaders and teams to engage in courageous conversations for deeper connections



# The Team

- Experts on workforce and culture innovation with experience in human capital innovation, leadership development, diversity and inclusion, mentorship and allyship
- Trained scores of leaders across multiple industries & functional areas
- Worked with dozens of companies ranging from advertising agencies to tech start-ups to Fortune 500 companies



**Noni Allwood**

Culture transformation leader



**Mars Burren**

Research associate



**Maria Cespedes**

HR & people analytics



**Lybra S. Clemons**

DEI & culture transformation leader



**Nicole DeMeo**

Brand positioning & messaging leader



**Alicia Goshe**

Program manager



**Brad Johnson,  
PhD**

Men's leadership



**Corey Jones**

Branding & marketing leader

# The Team



**Michele  
Madansky, PhD**

Consumer and employee  
insights leader



**Howard Matalon**

Legal & human capital  
leader



**Daina Middleton**

Former CEO, OD &  
change management  
consultant



**Caroline Moley**

Social Media Manager



**JeanAnn Nichols**

Leadership & executive  
coach



**Monica Pal**

Start-ups, strategy, &  
leadership



**David Smith, PhD**

Men's leadership



**Lisen Stromberg**

CEO, *PrismWork*



**Rebecca Weaver**

Talent innovation &  
human resources leader



# PRISMWORK

We look forward to partnering with you.

[lisen@prismwork.com](mailto:lisen@prismwork.com)