

Inclusive Leadership Training Series

SocialDeviant is a full-service creative agency designed to solve modern marketing challenges. They merge their knowledge of business impact, consumer insights, the changing platform and technology landscape, and what makes great creative to build magnetic brands: brands that plant a flag and attract the right audiences, rather than chasing them down. SocialDeviant's goal is to create greater business impact and brand performance with insights-driven creativity. They make anything and everything safely and smartly: video content, product, and lifestyle photography, VFX, editorial and more.

SocialDeviant was seeking Diversity, Equity, and Inclusion (DE&I) training focused on dynamic learning that can lead to transformational change.

They engaged Clarkston to prepare and deliver two customized DE+I training workshops - Inclusion as a Leadership Skill and Equity Alignment and Action - to their entire organization

DE+I Training Case Study

PROJECT OVERVIEW

INDUSTRY:



Marketing Agency

PRODUCTS AND SERVICES:



Marketing, Brand & Content
Strategy, Creative
Development

PRIMARY OBJECTIVES:

- Highlight that diversity goes beyond inherent traits like race and gender
- Provide actionable and practical steps the organization can do to make change when it comes to leading with inclusivity and diversity in mind
- Support the development of a culture of ownership for DE+I
- Create a trickle-down effect throughout the organization.

RESOLUTION:

- Developed, delivered, and analyzed the results of a customized survey to help the DE+I committee to better understand the organization's strengths, weaknesses, areas of opportunity, and desired impact.
- Delivered a company-wide IDEAs Seminar Training on Inclusion as A Leadership Skill. We focused on how employees can increase self-Awareness and self-Management to overcome barriers to inclusion, frame positive change and leverage the impact of inclusion, and create a culture of DE+I Ownership
- Delivered a follow-up IDEAs Seminar Training on Equity Alignment and Action. We developed an intentional plan to go from awareness to action regarding DE+I based on the survey results and outputs of the initial IDEAs seminar, took a deep dive into meritocracy, equity, and insider-outsider dynamics, and facilitated a conversation on change strategies to better foster inclusion.

KEY BENEFITS:

- Leveraged the results of the DE+I survey to assess key areas of opportunity, strengths, threats, and desires when it comes to DE+I for the organization and prioritized areas of focus post-seminar.
- Each attendee was able to assess their personal leadership blind spots through our Trusted 10 activity, which provided a foundation for our six-pronged inclusive leadership strategy "BRIGHT Ideas."
- Provided key considerations and important takeaways from Clarkston's BRIGHT Ideas' Inclusive Leadership model to leverage for employee development.
- Identified follow up DE+I training needs based on the results and outcomes of the Inclusive Leadership and Equity Alignment IDEAs Seminar sessions.



Provided an assessment of high priority actions to promote inclusive leadership and equity at the organization,

Anonymous survey provided the client an understanding of employee DE+I sentiment, and perspectives on strengths, opportunities, and ideas.

Created a foundational level of awareness of individuals' personal biases and how they can affect their leadership styles.

Six tenets of inclusive leadership were shared, the organization identified ways to incorporate these tenets into their work and leadership styles.

Four keys to balancing outsider-insider dynamics were shared, providing considerations for the organization to break down silos in leadership and decision-making.

The organizations most pressing DE+I opportunities were prioritized allowing the organization to identify goals and actions efficiently.

"We hired Clarkston Consulting to facilitate a two-part "Inclusion as a Leadership Skill" training and it was very engaging and effective. It was unlike any other training we have had in the past. The small breakout groups allowed a diverse mix of colleagues to share their perspectives, challenge biases, and learn how to use inclusive best practices to power their leadership skills. "

- Brittany Applegate, Director of Brand Engagement,
SOCIALDEVANT

CONTACT US

