

Fostering Workplace Authenticity and Inclusion through Custom DEI Training

This client is a full-service creative agency who helps global brands solve modern marketing challenges by blending business impact, consumer insights, technology trends, and creativity. To strengthen their inclusive culture, they partnered with Clarkston to deliver a custom diversity, equity, and inclusion (DEI) training seminar.

The goal was to better contextualize and understand the current state of DEI in the workplace and help employees show up with authenticity, navigate tough conversations, and foster psychological safety across teams. Clarkston developed a custom, interactive seminar focused on workplace authenticity and inclusion, the foundations of inclusive dialogue, and leading through change. The seminar, titled *Authenticity in Action: Navigating DEI in Today's Workplace*, gave the client a foundation to continue building trust, inclusion, and belonging across the organization.

Case Study

PROJECT OVERVIEW

INDUSTRY:



Other

PRODUCTS AND SERVICES:



Global Marketing Agency

PRIMARY OBJECTIVES:

- Contextualize the current state of DEI in the workplace on a global, national, organizational, and individual level
- Strengthen employees' ability to work and lead with personal authenticity and vulnerability
- Equip participants to navigate challenging workplace conversations that relate to culture and belonging with confidence
- Promote a culture of inclusion by encouraging employees to question organizational norms and foster psychological safety
- Align personal strengths and values with organizational goals to build trust across teams

RESOLUTION:

- Conducted a pre-brief and alignment session with client stakeholders to align on what success looks like for this custom training
- Developed and shared customized pre-work materials and a communication plan to set expectations
- Tailored the seminar content to be empathy-driven, focus on dialogue, include role play, facilitate discussions to drive cultural change, and leverage input curated from lived experiences
- Delivered a live, 90-minute "Authenticity in Action: Navigating DEI in Today's Workplace" seminar
- Hosted a post-training debrief with leadership to review feedback, provide recommended actions, and outline next steps for deeper DEI impact

KEY BENEFITS:

- Empowered employees to engage more authentically and build stronger interpersonal connections outside of their day-to-day work conversations
- Provided practical tools for handling difficult conversations that support a more inclusive work environment
- Strengthened the foundation for psychological safety, driving innovation and collaboration
- Created a clear path for continuing DEI initiatives aligned with business and cultural goals



KPIs

- 100% of survey respondents felt the seminar was effective or highly effective
- 100% of survey respondents felt the facilitators were effective or highly effective
- 100% of survey respondents felt the seminar exceeded expectations

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