

# WORK SAMPLE: WEB SITE COPY DIVERSITY CONSULTING FIRM

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<p><b>In•clu•sive Per•form•ance</b> (in-klōō' sīv pər-fōr' mən̄s): The optimal manner in which a company, organization or collective functions resulting from the comprehensive consideration of all contributors within its scope.</p>						
Slide 1	Slide 2	Slide 3	Slide 4			
<p><b>Inclusion works.</b>  <i>(Link to anchor beginning with text below the graphic on Home.)</i></p>	<p><b>Change without chaos.</b>  <i>(Link to Approach – General)</i></p>	<p><b>Measureable. Difference.</b>  <i>(Link to Approach – Organizations)</i></p>	<p><b>Engage. Understand. Integrate.</b>  <i>(Link to Approach: Collectives)</i></p>			
<p>GRAPHIC (Later: Video)</p>						
<p><b>What do we know?</b></p> <p>We know that inclusion works.</p> <p>We know that embracing inclusion is a mandatory prerequisite for growth in the new global economy.</p> <p>We know that organizations with an inclusive culture are more than just competitive – they're groundbreaking. When each individual at every level feels seen and heard, their inner genius speaks. When they're engaged, they generate the next big idea.</p> <p>We know that talented people go where they're made to feel welcome.</p> <p>We know that the biggest impact is often made with the smallest changes.</p> <p><b>Inclusive growth means:</b></p> <ul style="list-style-type: none"> <li>• Talent retention</li> <li>• Recruitment</li> <li>• Market growth</li> <li>• Increased customer/client satisfaction</li> <li>• New opportunities</li> <li>• Enhanced performance</li> <li>• Increased competitiveness</li> <li>• Improved social responsibility</li> </ul>						

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Through our strategic approach and an insistence on measurable results, we've seen corporations, non-profits, and community groups transformed, all through the power of inclusive performance strategies.

But we're not here to turn your organization upside-down; we're here to enhance the best of what's already there – to harness your *untapped potential* to help you achieve your goals.

Engaging Inclusive Performance Strategies is a game-changing proposition.

Are you ready to change your world? Let's talk.

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Existing bios and photos for Paul and Danielle						

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<p>Companies and organizations look to us for superior guidance in inclusive cultural change. Our methods build on your existing strengths – and quite frankly, we’ve never seen a “weakness” in any of our clients. Instead, we see opportunities for growth.</p> <p>We bring fresh eyes and a finely-honed instinct for knowing just where to look for your organization’s untapped potential.</p> <p>And we’re not here to turn your organization upside-down; we’re here to work with what you’ve already got going for you. Believe it or not, there <i>can</i> be change without chaos!</p> <p>We’re especially proud of our customized, metric-based approach that’s built upon seven domains of inclusion:</p>						
Organizational Values	Governance	Planning and Monitoring	Communication (Internal and External)	Staff Development	Organizational Infrastructure	Services and Intervention
<p>We’ve also noticed that in many conversations around embracing difference, three terms are frequently interchanged: <i>inclusion</i>, <i>diversity</i>, and <i>cultural competence</i>.</p> <p>In our approach, we recognize these three concepts as separate and distinct. In considering the important relationship between these concepts, we avoid the historic “diversity-in-a-box” approach that positions an organization in a reactive mode, versus a proactive mode.</p>						
(DIAGRAM)						
<ul style="list-style-type: none"> <li>- Diversity: refers to the unique characteristics we all possess that distinguish us as individuals and identify us as belonging to a group or groups.</li> <li>- Cultural Competence: the attitude, knowledge, and behavior required to interact with individuals from different cultural, ethnic, religious, and socioeconomic backgrounds.</li> <li>- Inclusion: an organizational behavior where all individuals feel valued; their diverse backgrounds are embraced and respected.</li> </ul>						
<p>No organization today can compete in the new global economy without inclusion. <u>Let us help you grow.</u></p>						
<p>Past clients?</p>						

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<p>Inclusion. It's more than just a buzzword. Without it, no organization can compete in the new global economy.</p> <p>Don't get left behind. Let us guide you in instilling and supporting inclusive change in your organization. Through our strategic approach and an insistence on measurable results, we've seen corporations, non-profits, and community groups transformed, all through the power of inclusive performance strategies.</p> <p>And here's what we need you to know: Once we've helped you establish a blueprint for inclusive change, we're prepared to be with you <i>every step of the way</i>.</p> <p>We don't give forgettable, one-time presentations and litter your board room table with ring binders full of generic suggestions. We work <i>right by your side</i>, in the trenches, for as long as it takes. Why? Because we're not here to bulk up our client lists – we're here to develop relationships.</p> <p>In partnering with IPS, you'll come to know our exclusive D5 Strategic Development Methodology™ (DG™) firsthand. Here are its components:</p>						
Phase 1: DEFINING & DESIGNING	Phase 2: DATA GATHERING	Phase 3: DATA REVIEW AND ANALYSIS	Phase 4: DEVELOP REPORT OVERVIEWS	Phase 5: ?		
<p><u>Contact us</u> today to request an assessment.</p>						
<p>Past clients?</p>						

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<p>Let us help you bring something meaningful to the world.</p> <p>Just as every instrument adds its own unique and valuable character to an orchestra, so do different entities in a collaborative setting. But even the most beautiful symphonies benefit from a seasoned conductor.</p> <p>At Inclusive Performance Strategies, facilitation for positive and lasting impact is our passion.</p> <p>We know you have a vision. We can help get you from concept to reality, and we know it's a journey worth taking.</p> <p>Where bureaucracy can sometimes be a barrier to getting things done, we sidestep tired, outdated models and engage every contributor at every level, keeping ideas fresh, communication flowing, and motivation high.</p> <p>When you're ready to invest in collective impact, <u>call on us</u>. We're experienced in seeing that all contributors to your project are working in harmony, meeting goals and effecting positive change.</p>						
<p>COLLECTIVE IMPACT INFOGRAPHIC</p>						
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Engaging Inclusive Performance Strategies is a game-changing proposition.

We're not here to toss out empty buzzwords and sell you a checklist of obvious suggestions. We provide your organization with a customized framework to promote systemic inclusive change. We build from your existing strengths. And our insistence on measurable results ensures that you get them.

Our well-honed approach offers solutions in the following areas. Depending on your needs, your personalized framework may address some or all of the following:

### **Strategic Planning**

Strategic planning is an essential tool to help your organization stay driven and mission-focused. We'll show you how utilizing an inclusive lens will magnify your end results. We'll help create a strategic map focusing on your goals, always mindful of the what, how, and why you need to get where you're going.

### **Leadership Development**

Organizational change is often driven from the top down. But it's essential that key leaders be developed at all levels to ensure sustainable organizational commitment to transformation. Together, we can create an organizational culture where individual achieve their full potential through the cultivation of inclusive leadership.

### **Change Management**

Change management addresses how organizations embrace or facilitate change to improve performance. How does your staff perceive your company culture? Does everyone see it the same way? Over 77% of change initiatives fail to prepare employees for change. As a result, they also fail to improve performance or overall employee perception. We provide a strategic framework to enhance your organization's capacity to embrace progressive change. Even small changes generate big wins.

### **Organizational Cultural Competence**

Organizational cultural competence is an organization's ability to engage our growing, culturally diverse populations, both internally and externally. Businesses must strive to provide everyone an environment that embraces diversity and supports inclusion. Our methodology defines the value proposition of inclusion for your organization, and empowers your staff with the attitude, knowledge, and behavior to engage diversity effectively.

### **Community Engagement**

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Community engagements supports reputation management. It leads to service excellence. It promotes market growth. Your ability to partner across community groups will depend on an understanding of how to engage our growing, culturally diverse communities. The key: being aware of the “rules of engagement”. With this awareness, organizations can fulfill corporate social responsibility and demonstrate good corporate citizenship. Community engagement is an opportunity to promote effective change in the community and in your organization.

### **Facilitating for Collective Impact**

When different groups come together to work toward a common goal, conflicts can still arise – even in an atmosphere where ultimately, everyone is working to do good. We’re skilled in acting as effective “conductors” in collaborative situations, ensuring that all contributors are working in harmony, meeting goals, and effecting positive change.

Reach out today. Let’s have a pressure-free discussion about what inclusive change could mean for your organization. It just might be the clarity and inspiration you’ve been yearning for.

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