7 Steps to Reset Corporate Culture

Presented by:
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AGENDA

Is Change Necessary?

7 Steps To RESET Corporate Culture

Where Do You Want To Be in 5 Years?
Values I Live By

- Diversity
- Equality
- Honesty

- Relationship-centered
- Integrity
- Philanthropic
IS CHANGE NECESSARY?

Learned from victims and marginalized communities through charitable causes

Op-eds
Curriculum
Outreach
National Conference

Keynotes, corporate workshops, executive coaching
According to U.S. government data, the country lost 140,000 jobs last month — and per an analysis by the National Women's Law Center, all of them belonged to women. The NWLC delved into December's numbers and found that, whereas men actually gained about 16,000 jobs, women as a whole lost 156,000.
"THE STANDARD YOU WALK PAST IS THE STANDARD YOU ACCEPT"

Lieutenant General - David Morrison
Black women: There were ZERO black women leading Fortune 500 companies in 2020. 

Black CEOs: Among Fortune 500 companies, less than 1% of CEOs are black. Today there are only 4, down from a high of 6 in 2012, according to Fortune. And over the past two decades, there have only been 17 black CEOs in total. Of those, only one has been a woman -- Ursula Burns, who ran Xerox from 2009 to 2016.
https://www.ft.com/content/d965239a-a742-11ea-92e2-cbd9b7e28ee6
IS CHANGE NECESSARY?

Religion
Sex
People with Disabilities
People with Handicaps
Ethnicity
Experience
Perspective
Sexual Orientation
Age
So, How Do We Recruit More Diversity?

- Partner with College & University Alumni Associations
- Advertise Job Openings at Places of Worship, Barbershops & Salons, and Civic Organizations
- Build an Apprentice Program at Local High Schools
- Diversify Executive Teams, Management, and HR
The business case for diversity in executive teams remains strong.

Likelihood of financial outperformance,\(^1\) %

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<tr>
<th>By gender diversity</th>
<th>By ethnic diversity</th>
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<tr>
<td>Why diversity matters(^2)</td>
<td>Why diversity matters(^8)</td>
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<td>Delivering through diversity(^3)</td>
<td>Delivering through diversity(^6)</td>
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<td>Diversity wins(^4)</td>
<td>Diversity wins(^7)</td>
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<tr>
<td>+15%</td>
<td>+35%</td>
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<td>+21%</td>
<td>+33%</td>
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<td>+25%</td>
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\(^1\)Likelihood of financial outperformance vs the national industry median; p-value <0.05, except 2014 data where p-value <0.1. \(^2\)n = 383; Latin America, UK, and US; earnings before interest and taxes (EBIT) margin 2010–13. \(^3\)n = 991; Australia, Brazil, France, Germany, India, Japan, Mexico, Nigeria, Singapore, South Africa, UK, and US; EBIT margin 2011–15. \(^4\)n = 1,039; 2017 companies for which gender data available in 2019, plus Denmark, Norway, and Sweden; EBIT margin 2014–18. \(^5\)n = 364; Latin America, UK, and US; EBIT margin 2010–13. \(^6\)n = 589; Brazil, Mexico, Singapore, South Africa, UK, and US; EBIT margin 2011–15. \(^7\)n = 533; Brazil, Mexico, Nigeria, Singapore, South Africa, UK, and US, where ethnicity data available in 2019; EBIT margin 2014–18.

Source: Diversity Wins data set
Companies need a systematic, business-led approach to inclusion and diversity, as well as bolder action on inclusion.

1. Systematic, business-led approach to inclusion and diversity (I&D)
   - Increase diverse representation, particularly in leadership and critical roles
   - Strengthen leadership and accountability for delivering on I&D goals

2. Bold steps to strengthen inclusion
   - Enable equality of opportunity through fairness and transparency
   - Promote openness, tackling bias and discrimination
   - Foster belonging through support for multivariate diversity

McKinsey & Company
"THE DIFFERENCE BETWEEN GOOD AND GREAT IS 5%."
Policies and procedures are the foundation of every workplace culture and should be amended regularly to address the needs of an ever-changing world.

- Policy & Handbook Audit
- SWOT
- Employee Feedback & Input
- External Feedback
- Honest Conversations
Start with WHY???

Establish definitions specific to your company

Create a safe space for vulnerability and empathy

Explore the impact of bias and blind-spots

Blind-spots are just that. You don’t know what you don’t know. Failure to acknowledge flaws creates costly liabilities.
Establish a DEI Committee

- 10-15 diverse volunteers from various levels
- Create a Mission and Vision for the committee
- Adopt expectations and term limits
- Prioritize collaboration and relationship building
- Empower participants through leadership support
Buy-in from the Top

Many corporations made commitments to diversity and inclusion efforts, but now it's time to go deeper. Do our actions match the investment?

Executive Team must be trained

Representative on DEI committee

Meet bi-monthly on DEI benchmarks and decisions

Company-wide communication

Establish a budget
3-5 Year DEI Strategic Plan

Progressive Insurance
65% of Multicultural Leadership Development Program are promoted into new positions

Short and long term goals

Objectives

Measurable outcomes

Shared ownership and contribution

Benchmarks
Execute

Boston Consulting Group
The study found that “increasing the diversity of leadership teams leads to more and better innovation and improved financial performance.” It looked at 1700 different companies across 8 different countries, with varying industries and company sizes. They have found that increasing diversity has a direct effect on the bottom line.

Measure EVERYTHING

Upward Mobility Plan

Diversify Management & Leadership

Operationalize Conflict Resolution

Intentional Philanthropy
Stay In
Your Lane

JP Morgan Chase & Co.
After piloting program for “Disability as an Asset”, autistic workers were doing the work of people who took three years to ramp up—and were even 50 percent more productive.

DEI or Racial Justice, or Both

Hire an Expert

Become the Employer of Choice

Change Lives
This is what happens when we put in the work. We improve in the areas that matter!
How do you become healthy across the board?

In a study by SHRM (2019) 49% of American workers considered leaving their current organization, while nearly 1 in 5 individuals have left a job due to toxic workplace culture in the past 5 years.
Where Do You Want to Be In 5 Years?
We tell children to “stand up for what’s right”

But as adults, we are pressured to conform to societal norms

Conformity may sometimes be at odds with living authentically
Three Questions Leaders Must Ask Themselves

- What kind of leader do you want to be?
- How can I get 1% closer to that everyday?
- Who can I share it with?
Create new pipelines, partner with HBCU’s
Promote diverse leaders to become more attractive to a broader talent pool

Research free webinars and leadership development programs
Connect employees with professional mentors

Policy & procedures should be refreshed yearly
Operationalize behavior modification and action plans

Surveys and performance reviews should be planned routinely to ensure data is collected and progress is measured

WHERE DO YOU WANT TO BE IN 5 YEARS?
WORKSHOP
LIMITED TIME ONLY!!!
FREE CULTURE ASSESSMENT

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