



# “KO” Khalilah Olokunola

in collaboration with Purposeful Strategies + Bark Media

We are a group of world-of-work **changemakers, innovators** and **impact architects** who make the business case for strengthening diversity, equity and inclusion practices.

## Arc of Services

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### Audit and Analysis

Our audits provide an objective examination of current business policies, practices, procedures and the manner in which these are communicated, visually and written.

### Custom Scorecard

Our proprietary DEI and Belonging scorecard, developed in partnership with Conscious Capitalism, examines four aspects of a company's vision and corporate strategy:

- Learning and growth
- Business processes
- Customer and employee perspectives
- Financial data

We integrate DEI and Belonging through these four pillars of corporate strategy. The scorecard is designed to identify gaps with key stakeholder (i.e. customers and employees) expectations, and benchmark your organization against top competitors.

### Materials Review

As part of the audit, we'll also conduct a materials review to check for unintended bias in brand expression, both visually and written, in four core areas:

- Brand persona
  - Brand architecture
  - Brand assets
- Talent acquisition and retention
  - Employee surveys
  - Job descriptions
  - Employee orientation material
- Marketing materials
  - Internal communications, written and visual
  - Product marketing
  - Visual and written communication
- Owned communications channels
  - Social media
  - External website
  - Email marketing
  - Printed labels, packaging, catalogs, etc.

## Strategic Planning

Using the audit and assessment, we calculate the costs and benefits of re-engineering organizational practices to drive systemic change. We know all decisions in an organization involve an ROI and a company cannot operate without a profit.

Working with you, we will develop a specific return on investment model and a way to measure outcomes. The ROI criteria will enable measurement of business benefits including acquisition and retention of top talent, increased sales, and strengthened brand affinity.

## Activation + Support

Based on our learnings, we will develop a customized, actionable set of recommendations to achieve business success and measure performance.

These action items may include but are not limited to:

- Review & update of organizational programs, processes & policies
- DEI&B strategy creation with dashboard to track people, purpose & profit
- Culture systems development that increase engagement, productivity, and retention
- Training & development for mid-level managers & senior teams to prepare for implementation
- Talent strategy optimization with IAPs by department
- Journey journal from assessment to activation

All implementation of your action plan is customized to your team, and fully supported by ours.

Once goals and programs have been developed and the ROI and performance measurements established, we will work together to assign responsibility and accountability (stakeholders) to specific executives to implement and manage initiatives. This builds a foundation of awareness, authenticity, and accountability.

We include training and support on navigating through these changes throughout implementation.

## Communications

Communication is at the heart of all good relationships—including with your customers, colleagues, and employees. Your plan will include communications support around how to talk about your efforts, both publicly and internally.

Our communications team includes seasoned writers and journalists with decades of experience in professional communications around impact.

Communications support may include:

- Recommended language and best practices
- A DEI+B “brand book” to guide ongoing communications
- Written/designed materials for owned media channels
- Written/designed materials for internal communications
- Internal or external resources such as guides, PDFs, and impact reports

# Are we a good fit?

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We are proud to bring decades of experience, humility, honesty, and compassion to the work we do. We want to help you drive authentic change that will make your organization and your workforce thrive. Here are the values we promise to bring to the table. For our work together to be productive, deep and real, we ask you to bring the same.

## **Authenticity**

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Bringing systemic change to your organization requires commitment and authenticity. For real change to occur, we have to recognize where we are now, lay the path to a new future, and dig in and do the work to get there.

## **Empathy**

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Everyone has walked a different path to get to today. We aren't here to judge one another. When we work to respect each other's perspective and treat each other with compassion, we can make progress even if we don't always see eye to eye.

## **Analytical Thinking**

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Heart and soul are essential, but without a measurable plan and a way to analyze our work, we can't know if we've succeeded. We use a data-driven, analytical, results-oriented approach to ensure our work together has a measurable ROI for your organization.

## **Creativity**

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One-size-fits-all solutions do not work when it comes to human beings. Your people are unique, your organization is unique, and your challenges are unique. We bring creativity (and a sense of humor) to this work to find the innovative, effective solutions that are right for you.

## **Efficacy**

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What we do works. It brings new possibilities to your team and organization. It embeds a sense of belonging, true diversity, and unlimited possibilities into your organizational culture, resulting in creativity, innovation and deep impact.

## **Resilience**

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When the going gets tough, you don't quit. Neither do we. At the end of our work together, you will have a more resilient, adaptive, future-proof team and organization that can come together to conquer any challenge.

## **Contact Us:**

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