



The Shift[®]

CEO BUYER'S GUIDE

READY FOR
A SHIFT[®]?

NEARLY

80% OF EMPLOYEES consider it important that the company they work for prioritizes DEI.

72% OF EMPLOYEES will leave a job for one that's more inclusive

Teams that value and promote inclusivity are **35% MORE PRODUCTIVE**

INCLUSIVE LEADERSHIP IS VITAL FOR

FOSTERING DIVERSITY AMONG TEAMS and is required to support a work environment where all team members feel valued and represented.

64% OF SURVEYED HR PRACTITIONERS felt a focus on diversity, equity, and inclusion enhanced their company's mission, vision, and values.

FURTHERMORE, THE STUDY FOUND THAT

57% felt it improved organizational performance

52% felt it improved compliance

THE ONE AREA WHERE CEOS REMAIN MOST CONSISTENTLY OUT OF SYNC WITH THEIR WORKFORCE

—even with objective talent data in hand—

IS INCLUSION

The vast majority of CEOs say they are well-prepared to be inclusive, yet leaders lower in the organizations say they struggle to foster an inclusive environment

A 43% GAP IN PERCEPTION

43%

Over the years, especially since 2020, we've seen a desire to shift DEI from

THEORY → ACTION

This has led to many organizations launching DEI initiatives that changed a minor piece of the business temporarily (like a single compensation policy, a change in the mission statement, or a 5-year plan for equity in hiring practices) but never actually reached the core of the way that they were intended to.

And in many cases, the sheer number of initiatives (that lead to no sustainable changes in outcomes) have led teams to feel more **disillusioned** and **frustrated** by DEI **than encouraged** and **hopeful**.

The truth is? This approach to DEI is dead.

In this post-pandemic space, organizations have grappled with how to move forward with the sudden changes the pandemic forced them to make. All at once, there were hybrid and remote teams, in addition to a resurgence in social justice work in the workplace, and people inside these organizations who seemingly cared more deeply about their work experience than ever before.

ORGANIZATIONS NEED A DEI CULTURE SHIFT.

An organizational culture that centers DEI at the core can fundamentally shift how the company operates.

You can choose not to embed DEI as a core value and continue with business as usual.

BUT HERE'S WHAT COULD HAPPEN

(BASED ON A REAL-LIFE BUSINESS CASE)



You have a **staff of 50** employees, your annual budget is 3 million, and your **average salary is \$65k**

Your current average **turnover** for overall staff is **8%** but for **underrepresented** staff it's **24%** (12 people),

18% of your 50 person team (9 people) have said on the last team survey they are **burned out** and/or **do not feel** that they are having an **inclusive employee experience**

and you have **4 open roles** that have been hard to fill because **you're not attracting diverse talent**

Leaving the **4 people on the two teams** with open roles **also feeling burned out** because they are burdened with more work

You've onboarded 3 new people in the last 3 months

The Impact?



The Impact?

The impact of underrepresented turnover is

\$1.56 million

*(\$130,000*12)*

The impact of slow hiring adds another

\$156,000

*(\$13,000*12)*

The impact of the total number of team members feeling burned out and/or not included is

\$287,300

*(\$22,100*13)*

The impact of new team members not being able to be 100% productive in the first year is

\$135,000

*(\$45,000*3)*

Total impact: \$2,138,300 annually

(IN OTHER WORDS, 71% OF YOUR ENTIRE ORGANIZATIONAL BUDGET) TO MAINTAIN THE STATUS QUO.

You need a Shift .



You need a Shift[®] .

You need a Shift[®]

You may have already tried some **alternative approaches** to who is responsible for embedding DEI across your organization, including:

**HIRING A SINGLE
DEI LEAD**

This places the responsibility on one person, who often finds themselves burning out and frustrated with the lack of progress and whole org ownership.

**CREATING A DEI
COUNCIL**

A well-intentioned council can drive short-term initiatives forward but won't be able to lead whole systems change without strong development and training.

**PLACING IT
UNDER HR**

It's a false assumption to believe that HR will automatically hold a DEI lens to the work, and this business function also needs training and development.

We believe that sustainable change happens when the **whole system** is involved. DEI work isn't just for the C-Suite, a single individual, or Council — the entire organization is involved and helping us co-create policies and experiences that ensure everyone feels reflected in the changes.

**Your organization is ready for a
Shift® ... and we're ready to help**

The Shift®

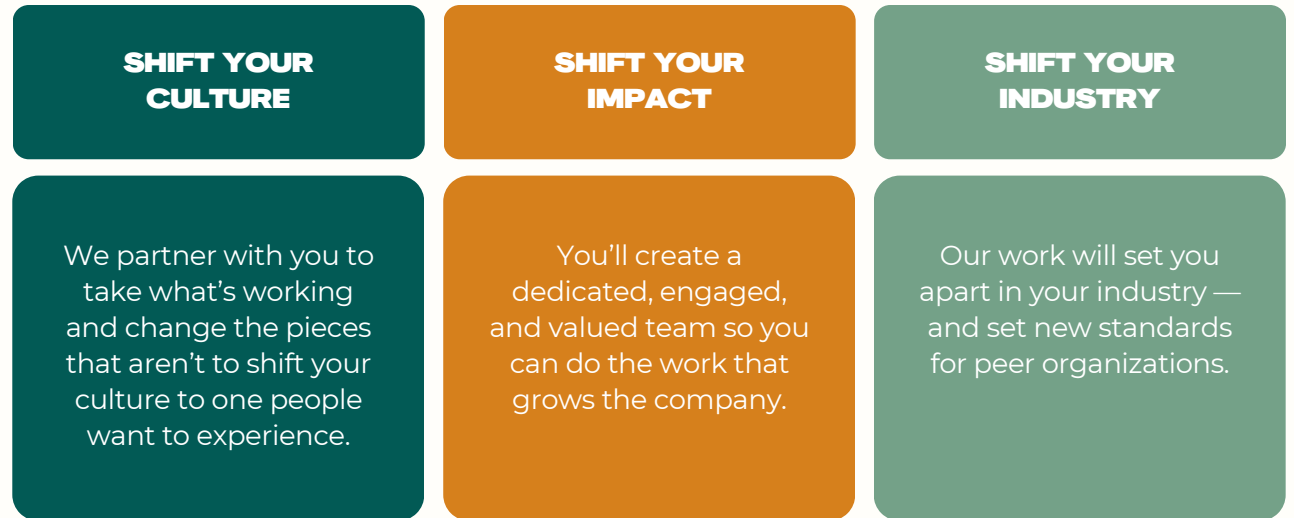
The Shift®

The Shift® is Tayden Impact Partners' proprietary roadmap, designed to turn your organization into a workplace where people want to stay. More than a "DEI policy" we create for you, The Shift® is a process designed to change the mind, behaviors, beliefs, practices, and the overall way we work.

The Shift® is about creating a new culture and ways of working that are beneficial and inclusive to all — not just the traditional majority.



HERE'S HOW WE HELP YOUR ORGANIZATION DO THAT:



The benefits are virtually limitless if an organization invests in DEI to shift the core way they work, operate, and run their organization. **Here are just a handful of outcomes that our clients have experienced:**



We've helped dozens of organizations ready to finally meet the changing standards of the workplace — and elevate their culture to a truly inclusive place.

WE'RE THE DEI PARTNER FOR YOU IF...

- Your organization understands the **importance** of DEI and culture
- Your **leadership is stuck**, trying to *shift the culture and DEI practices*
- Your **past DEI initiatives didn't change anything**, or your employees felt they were not truly impactful
- You **struggle to attract, recruit, and retain diverse employees**
- You **constantly receive feedback on your employee experiences**
- You've noticed that **your work culture** is **affecting the bottom line** and **client experiences**

We've worked with organizations struggling with all of that and more — and we're here to help.

SEE THE SHIFT® IN PRACTICE, WITH OUR THREE SIGNATURE SERVICES

5 PEOPLE
1 DAY

The Shift® ROADMAP

A one-day, immersive experience for organizations ready to begin embedding DEI principles into the core of their work and need a clear roadmap to get started.

[BOOK NOW](#)

UP TO 100 PEOPLE
1-2 YEARS

The Shift® ACCELERATOR

A one-year extended immersive experience for your entire organization, where you'll co-create and implement culture shifts that lead to better work & relationships.

[SCHEDULE A CALL](#)

20 PEOPLE
4 MONTHS

The Shift® FOUNDATIONS

A 4-month foundational experience where you'll learn how to build and launch your initial DEI roadmap and strategy that will help shift your culture for good.

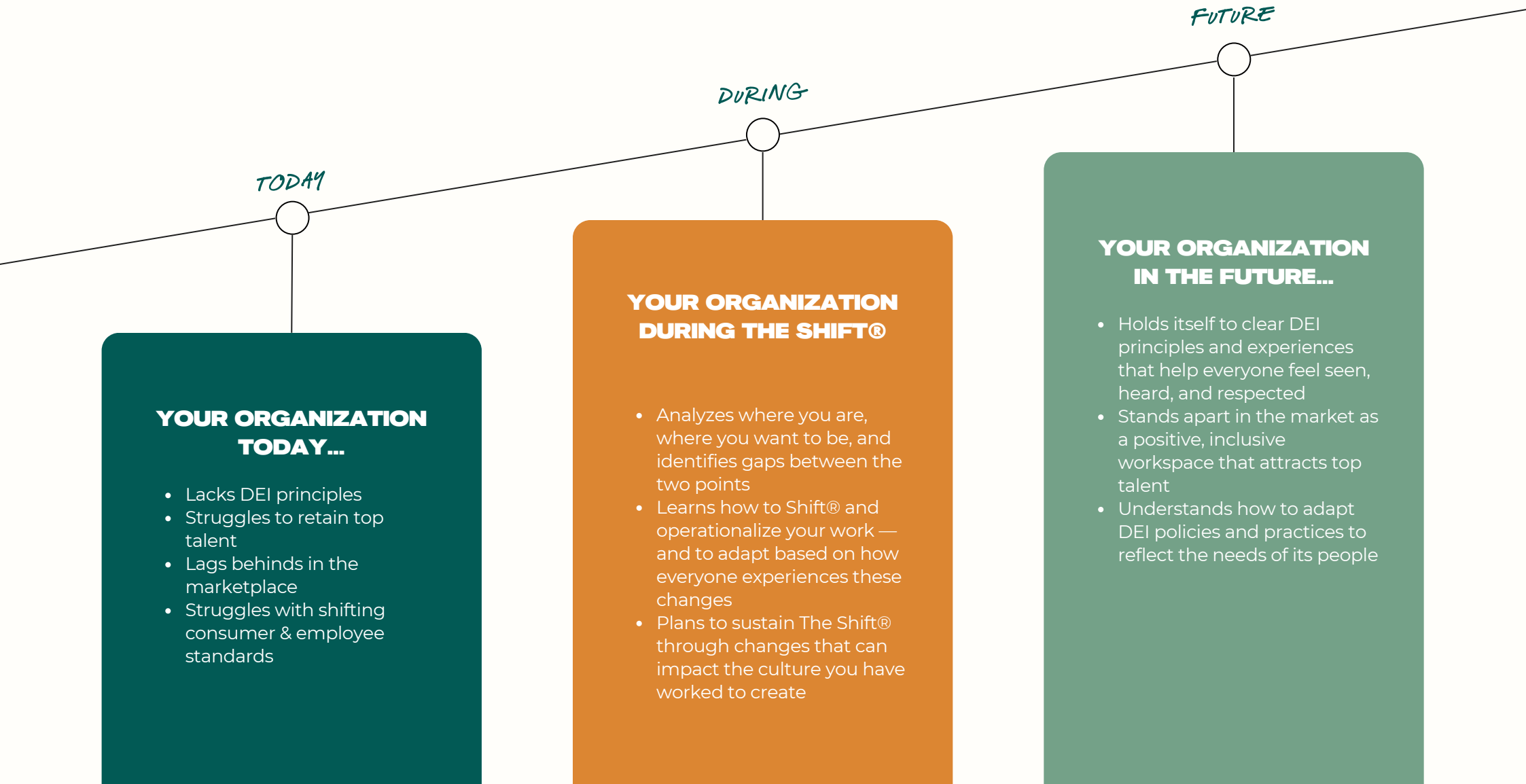
[SCHEDULE A CALL](#)

Worried that your DEI strategy will just be a checklist of policies and programs to execute? Not with TIP



We've crafted our own proprietary DEI roadmap that shifts your organization from one that lacks people-focused culture...

AND TURNS IT INTO AN ORGANIZATION WITH A BUSINESS CULTURE WHERE PEOPLE WANT TO STAY



TODAY

YOUR ORGANIZATION TODAY...

- Lacks DEI principles
- Struggles to retain top talent
- Lags behinds in the marketplace
- Struggles with shifting consumer & employee standards

DURING

YOUR ORGANIZATION DURING THE SHIFT®

- Analyzes where you are, where you want to be, and identifies gaps between the two points
- Learns how to Shift® and operationalize your work — and to adapt based on how everyone experiences these changes
- Plans to sustain The Shift® through changes that can impact the culture you have worked to create

FUTURE

YOUR ORGANIZATION IN THE FUTURE...

- Holds itself to clear DEI principles and experiences that help everyone feel seen, heard, and respected
- Stands apart in the market as a positive, inclusive workspace that attracts top talent
- Understands how to adapt DEI policies and practices to reflect the needs of its people

5 PEOPLE
1 DAY

The Shift®

ROADMAP

The Shift® Roadmap is our 1-day DEI strategy session for impact- and mission-driven organizations with less than 1,000 employees.

YOUR 1-DAY DEI STRATEGY: THE SHIFT® ROADMAP

A ONE-DAY, IMMERSIVE
EXPERIENCE
+ 5 CORE MEMBERS OF
YOUR TEAM

The Shift®

ROADMAP

Create a plan to shift your organization's DEI & culture today

YOUR CURRENT SITUATION

Your organization is falling behind —

- you're losing talented people
- your team isn't seeing improvements from past DEI initiatives
- you are navigating changes in your industry

WHAT YOU NEED

A ROADMAP TO HELP YOU ADAPT STRONGER DEI PRACTICES AND EVOLVE YOUR CULTURE, FAST

HOW WE'LL GET YOU THERE

In one day, we'll introduce you to the Shift® Roadmap, which will detail the steps you need to take internally to evolve your organization over the next two years. **You'll also work on your organization's overall vision for your people, so you have a "North Star" for the strategies and changes you'll be making.**

THIS WORK CAN'T BE DONE OVERNIGHT, BUT YOU CAN LEARN WHAT TO DO IN LESS THAN A DAY WITH OUR SHIFT® ROADMAP ONE-DAY DEI STRATEGY EXPERIENCE.

A ONE-DAY, IMMERSIVE
EXPERIENCE
+ 5 CORE MEMBERS OF
YOUR TEAM

The Shift®

ROADMAP

Immediately following your Shift® roadmap session, your organization will...

Better understand what it means to embed DEI as a core value and not an initiative

Know which efforts are already supporting a positive culture and how to build on them

Know what is not working for your people and how to make changes that actually last

Know how to engage everyone, and how to embed DEI into your practices for real impact

Once your session is complete, the deeper work begins. **The roadmap we introduce you to will give you a strategy for the next two years** – but you can begin to see changes as soon as you have a target to move toward.

A ONE-DAY, IMMERSIVE
EXPERIENCE
+5 CORE MEMBERS OF
YOUR TEAM

The Shift®

ROADMAP

After your 1-day
experience, you'll have

A clear process to begin
auditing teams, systems, and
more to ensure alignment to
DEI values

A plan to engage your entire
team in the process, and a
guide for those first critical
conversations

A solid framework for
building out your vision &
guiding principles for your
DEI Culture Shift

Metrics by which to measure
your DEI & culture shift
impact, so you know you're
on the right track

Once your session is complete, the deeper work begins. The roadmap we introduce you to will give you a strategy for the next two years— but you can begin to see changes as soon as you have a target to move toward.

Ready for a Shift®? We're ready to help. To move forward, simply book your Roadmap date at the link below. You'll be prompted to sign the contract and pay your invoice, and we'll see you at your session!



BOOK NOW

“Dynasti and her team have a way of helping you bring your own organizational truth out through conversations with them, without you even realizing sometimes that is exactly where they are headed.



**THEY ARE THOUGHTFUL ABOUT GETTING TO KNOW
YOUR TEAM AND HELPING YOU THINK ABOUT NEW
WAYS OF APPROACHING D.E.I. WORK THAT IS
AUTHENTIC TO YOU**

We also appreciate the time spent getting to know our team, as many expressed feeling seen and heard by Dynasti and her team with each interaction.”

-JULIA

20 PEOPLE
4 MONTHS

The Shift®

FOUNDATIONS

The Foundations program is a four-month introduction to our Shift® framework that essentially kickstarts a self-led DEI program within your organization. Best for organizations with fewer than 200 people, this is where you learn to do the work that will change the trajectory of your growing business.

YOU WANT DEI ROOTED AT THE CORE OF EVERYTHING YOU DO.

20 PEOPLE
& MONTHS

The Shift®

FOUNDATIONS

Build a strong DEI foundation for your business

AS A GROWING ORGANIZATION, YOU WANT TO ENSURE THAT YOU'VE GOT THE FOUNDATIONS YOU NEED:



However, simple DEI policies and “values statements” aren’t enough for your forward-thinking organization.

You want DEI rooted at the core of everything you do.

You’re ready to lead your industry by setting the standard for how business is done – and you want to be part of seeing a Shift® in how your most important work gets done.

We can help you do just that, by guiding you through our Shift® Foundations program.

**SCHEDULE YOUR
EXPLORATION CALL**

20 PEOPLE
& MONTHS

The Shift®

FOUNDATIONS

How Shift® Foundations works

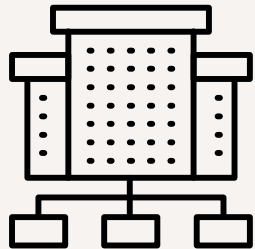
4 MONTH
INTRODUCTION TO OUR
SHIFT® FRAMEWORK

BEST FOR
ORGANIZATIONS WITH
FEWER THAN 200 PEOPLE

Because we know that this work can be best done in a collaborative learning setting, we also have designed our Foundations program to work as a cohort; you'll be learning alongside other organizations and their teams who are doing the same work.

We have a set curriculum inside Foundations, which covers the foundational principles of creating a DEI Culture Shift in your:

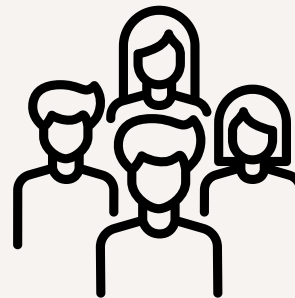
INFRASTRUCTURE



LEADERSHIP



HR & PEOPLE
PRACTICES



TEAM CULTURE



What's included in The Shift® Foundations:

- Weekly, 90-minute interactive learning sessions (for 16 weeks)
- A climate assessment survey to measure 5 areas of culture practices
- Group calls to share best practices & barriers to building your roadmap
- Access to all TIP tools and resources for the extent of the program

What you'll leave The Shift® Foundations program with:

- DEI CULTURE VISION & GUIDING PRINCIPLES STATEMENT**
Develop common language around the culture you want to build
- A CULTURE CLIMATE ASSESSMENT**
Measure your current culture in 5 key areas to determine priorities for improvement
- 6 CULTURE EXPLORATION SESSIONS**
Empower your core team to deeply explore what's working & what's not
- 2 LEADERSHIP FOUNDATIONAL SESSIONS**
Define leadership principles that align with your culture & vision
- 3 DEI INFRASTRUCTURE SESSIONS**
Build a common DEI infrastructure and framework for your organization to shift its culture on
- 3 HR EQUITY EXPLORATION SESSIONS**
Learn how to assess your current people practices for equity and inclusion
- 2 ROADMAP EXECUTION PLANNING SESSIONS**
Plan how to execute your Shift® Roadmap beyond our 4-month engagement
- TOOLKIT & TEMPLATES**
Access resources to help you implement the roadmap on your own.



SCHEDULE YOUR EXPLORATION CALL

“Our company went through Dynasti Hunt's Equity Accelerator and it gave us such a strong framework to explore how we can build a better business, that's inclusive and equitable.



WE'VE STOPPED MAKING AS MANY ASSUMPTIONS, AND WE'RE STARTING TO ASK MORE QUESTIONS BEFORE WE ACT.

The Accelerator is going to have a lasting impact on our company, culture, and product. I highly recommend Dynasti's approach and programs, **you won't find anyone as caring or tapped into what matters for small businesses who want to build anti-racist equitable organizations.**"

- NATHALIE, ACCESS ALLEY

UP TO 100
PEOPLE
1-2 YEARS

The Shift®

ACCELERATOR

We've crafted a DEI roadmap and year-long program that shifts your organization from one that lacks a people-focused culture... and turns it into an organization with a business culture where people want to stay.

MEET THE DEI CULTURE MBA FOR
ORGANIZATIONS

UP TO 100 PEOPLE
1-2 YEARS

The Shift®

ACCELERATOR

How do we build a truly inclusive culture that lasts?

Your organization wants to be a place where everyone can thrive — and where diversity, equity, and inclusion are centered. **But you know that “simple” DEI policies and enforcement aren’t enough.** You need DEI embedded at the very center of your organization, and you need buy-in across the C-suite, leadership, and each department.

How do you do that? By making a Shift®.

We’ll work across your entire organization to create a culture shift while also teaching you the strategies and tools to sustain the shift beyond this current moment in time.

WHAT TO EXPECT



Our focus is on whole-systems change, which means that your entire team (up to 100 people*) will be engaged in this comprehensive program.



You’ll be assigned a dedicated partner from the TIP team. This ensures continuity and a deeper understanding of your organization.



Set the time for your organization’s work to take place over the course of the program. During this time, different groups across your organization will engage in “the work.”



You will always know when learning spaces are happening, and the work is spread out across the organization so that everyone participates without taking too much of their time.

UP TO 100 PEOPLE
1-2 YEARS

The Shift®

ACCELERATOR

The first sprint

Once you've established your Shift® learning times, your organization will spend the first couple of months of our partnership focusing on...

Deeply understanding what it means to embed DEI as a core value, not an initiative

Developing your DEI Culture Shift Vision Statement, principles, and positioning approach

Evaluating which efforts are already supporting a positive culture and how to build on them

Customizing your roadmap, learning, and implementation strategies so everyone is engaged

The roadmap we provide during your onboarding will give you a strategy for the next two years — but you can begin to see changes as soon as you have a target to move toward

UP TO 100 PEOPLE
1-2 YEARS

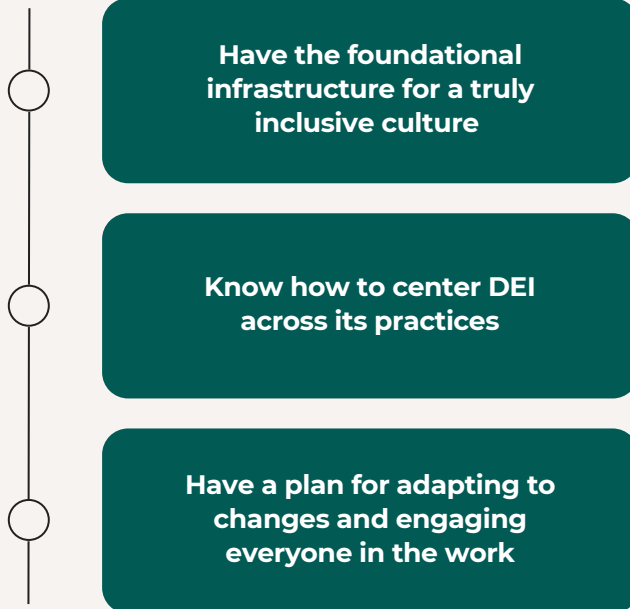
The Shift®

ACCELERATOR

The timeline for the Shift® Accelerator

YEAR 1: SHIFT® ACCELERATOR

By the end of Year 1 together,
your organization will:



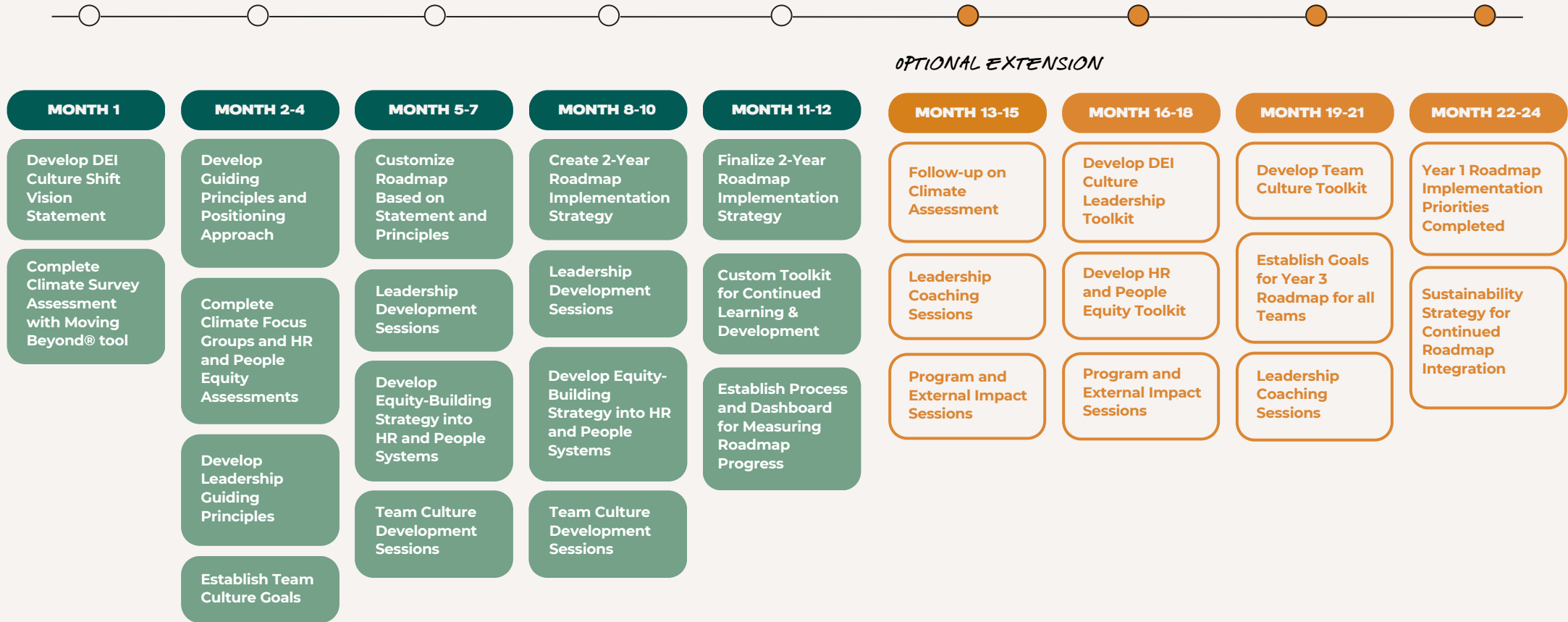
OPTIONAL

YEAR 2: SHIFT® ACCELERATOR

You'll also have the option to engage with us as an
implementation partner in a second year of work.
In year two, we will:



The Shift® Accelerator, by month: Outcomes to expect



Please note that, during our time together, we'll be engaging people across your organization, which means that these meetings, trainings, and outcomes will be dependent on which department or team we're currently working with.

Outcomes are happening asynchronously throughout your organization, but this roadmap is a rough outline of what will be happening over our time together.

READY FOR A SHIFT®?

SCHEDULE YOUR SHIFT® EXPLORATION CALL

We worked with a team through our Shift® Accelerator program to co-create a concrete DEI & culture roadmap.



WE PINPOINTED AREAS TO STRENGTHEN, LIKE CULTURE EXPERIENCES THAT WEREN'T INCLUSIVE, AND DEVELOPED APPROACHES FOR EMBEDDING DEI INTO EVERY BUSINESS FUNCTION.

Across the organization, the team has experienced team engagement and retention through the embedment of DEI into the business, including a 12% increase in retention and a 27% increase in team members who've expressed they feel valued by the organization.

About Tayden Impact Partners

We are a Black-owned, woman-led DEI consulting practice focused on helping organizations co-create DEI-centered cultures.

OUR GOAL?

Business cultures that strengthen operations, hold inclusive people experiences, and lead to greater impact and outcomes for all.



Dynasti Hunt Harris

DYNASTI'S WORK HAS BEEN HIGHLIGHTED IN

WELL + GOOD

COSMOPOLITAN

Forbes

FAST COMPANY

About Dynasti

Dynasti Hunt Harris is an award-winning Talent, Culture and Diversity, Equity, and Inclusion (DEI) Strategist, committed to redesigning workplaces and teams with a DEI-centered lens.

Dynasti founded TIP and our core education model, The Shift®, to provide consulting partnerships that embody what we wished more CEOs had: a clear roadmap and plan for doing what everyone calls “the work.” We wanted to provide honest guidance on how to “do the work” in a way that makes it a part of the organization rather than a statement piece on a shelf.

Her work has expanded from its initial beginnings leading DEI, Human Resources, and Talent Teams at the executive level and operating in senior positions across the K-12, Tech Start-Up, Retail, Philanthropy and Non-Profit/Social Impact industries.

A 2023 Goldman Sachs Black Women in Business Honoree, 2020 Top 100 HR Icons Award Winner, Certified Diversity Executive, and Certified Associate Diversity Executive Coach.

FEATURE			
PARTICIPANTS	5 participants	Up to 20 participants	Up to 100 participants
START DATE	Scheduled bi-monthly	Typically end of January-February and end of July-August	February, March, April, May, June, July, August, September (no new clients taken beyond September)
PROGRAM LENGTH	1 day, 10am-3pm CST	4-month	12 months
GROUP OR CUSTOM	Group; Agenda and curriculum are set and cannot be changed	Group cohort; Agenda and curriculum are set and cannot be changed	Custom; Full year experience is for one organization
TIP SUPPORT	One core facilitator for the day	One core facilitator for the 4-months	One core partnership team for full 12 months
ASSESSMENT	No Assessment	Moving Beyond Climate Assessment Only	Moving Beyond Climate Assessment, HR Equity Assessment, and Focus Groups
CLIENT COMMUNITY	No Client Community Access	Access to 20 participants only for 4 months	Access to entire organization for full year
CLIENT TOOLKIT	Client workbook	Standard client toolkit and templates	Custom client toolkit and templates
MEASUREMENT+ ACCOUNTABILITY (DASHBOARD)	No dashboard	Standard dashboard template	Custom dashboard

We know your organization values its people

AND YOU WANT TO MAKE EVERYONE FEEL SEEN, HEARD, AND RESPECTED IN THE WORKPLACE.

You also know that DEI is not just an item your organization can check off a list. It has to become the root of your culture and everything you do, from your hiring and operations to growth strategies and branding.

Tayden Impact Partners is here to help you shift your organization from one that lacks a people-focused culture into an organization with DEI embedded at its center.

WE'RE HERE TO MAKE YOUR ORGANIZATION ONE WHERE PEOPLE WANT TO STAY.

*READY FOR
A SHIFT®?*

SCHEDULE YOUR SHIFT® EXPLORATION CALL

