

1 Dive into Discovery

Engage the team in “listening work” to assess current realities in the internal and external environment. Collect research and stories that build empathy and illuminate the case for change.

2 Clarify The Why

Build a shared understanding of why IDEAL matters personally and organizationally, articulating its significance to your employees, clients, community, and the success of your business.

Aspire

Where do you start when building a strategy for inclusion, diversity, equity, accountability, and leadership (IDEAL)?
Discovery. Asking the right questions helps you uncover the current reality and understand what matters most. We'll help your organization anchor a clear commitment as you define the future you want to create for your people, your business, and your customers.

3 Define Your Aspiration

Craft a clear and inspiring IDEAL aspiration statement (vision) aligned with your organizational mission, values, and strategy. Visualize success and begin articulating action-oriented IDEAL objectives.

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4

Anchor Emerging Goals

Translate objectives into the IDEAL Scorecard or consider how to tie them to a relevant business strategy model. Define how to measure success.

5

Connect the Dots with Data

Collect pertinent data and build a baseline understanding of gaps, disparities & key issues.

6

Design a Strategy Map

Identify the most relevant priorities aligned with talent and business strategies. Leverage key insights to craft an easy-to-read visual framework that connects your organizational mission, IDEAL aspiration, and top priorities.

7

Create a Core Message

Define key message points that describe IDEAL priorities and expectations. Build a central foundation for change management . Communicate broadly to ensure shared understanding of IDEAL purpose and goals.

Architect

A comprehensive IDEAL Strategy includes a defined and aligned framework of strategic priorities. We'll help you interpret data, identify priorities, and leverage change management as your plans take shape.

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8

Set Targets

Establish baselines. Determine aspirational yet achievable targets to sustain or advance progress.

9

Craft HILI Initiatives

Identify and outline the Highest Impact, Lowest Input (HILI) activities to bridge the gap between current and future state. Leverage IDEAL Change Management.

Activate

You have strategic priorities identified, now you're ready to bring them to life. We'll help you frame up your IDEAL objectives and success measures as you translate your plans into impactful action. Embedding expectations within individual performance plans and organizational protocols keeps you on track with your commitments.

10

Translate Individual Actions

Identify and share relevant individual expectations and actions in alignment with IDEAL priorities and initiatives. Enhance the structure of policies, processes, practices, and performance plans for accountability.

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11 Organize the Program

Collaborate closely with stakeholders to determine initiative priorities and execution details, considering factors like leadership, pace, capacity, and funding.

12 Foster Accountability

Define clear roles, responsibilities, and timelines for each initiative, establishing clear expectations. Design a system for regular progress tracking and reporting.

Align & Adapt

If you're seeking to organize and optimize your IDEAL initiatives for maximum impact, we can help fine-tune your program of initiatives and help you track meaningful progress. Looking for a long-term thought partner to offer strategic guidance and implementation advice? We have you covered. Reach out to learn more about the Advising + Mentoring packages we offer on retainer.

13 Launch, Evaluate, Adapt

Implement initiatives and individual actions, regularly assess effectiveness, and refine for continuous improvement.

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Organizational Readiness*

Companies are ready to begin their strategic IDEAL journey when they:

- Have 1 or more executive leaders willing to sponsor, advocate for, and model behaviors in support of IDEAL
- Have access to relevant talent data and market data to measure IDEAL progress
- Have leadership agreement to invest necessary resources (time, talent, funding, influence) in IDEAL work
- Know that active engagement from the team and access to key stakeholders will be required for strategy development
- Are open to changing current norms, practices and systems in order to strengthen organizational health

**Need help navigating these dynamics? Consider starting with a less-formal advising package to help you consider options to drive change.*

Why Choose Us

At Mindpower Strategic, we have over 20 years of experience evolving cultures in healthy ways to be more inclusive and equitable. Our tone and approach are centered in change management techniques that create psychological safety, draw people in and inspire them to be their best selves. Drawing from our deep IDEAL expertise and our unique blend of strategic planning, change management, communication, and project leadership skills, we can provide the structure and tools to help you lead purpose-driven and meaningful change.

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Investment

Approach and pricing ranges for IDEAL strategy partnerships are based on unique needs and organizational dynamics. Reach out to share your current situation and explore partnership opportunities.

Next Steps

Consider your needs for your IDEAL Journey (Aspire, Architect, Activate, Align, Adapt).
Research availability of stakeholders and resources for IDEAL Strategy work.
Identify preferred timeline and pace (partnerships span 3-12 months+).
Connect to request a customized proposal (Angela@MindpowerStrategic.com)

