

AUTHENTICITY FUELING DIVERSITY

When a large, Fortune 250 Company was developing their next-level diversity and inclusion program, they knew they had to do more than simply "check the boxes."

After talking it through with b Authentic Inc's founder, Erin Hatzikostas, they decided to add an authenticity program as part of their curriculum.

In 2022, Erin led a group through seven sessions focused on how they can tangibly use authenticity to truly embrace diversity as well as advance themselves and their company.

Leveraging her Six Principles of Strategic Authenticity Framework (H.U.M.A.N.S.), each one-hour virtual session focused on a different principle and included a mix of education, discussion, inspiration, and activities. For example, participants crafted their new "Intriguing Intro", created a "Glowing Through the Motions" action plan, and wrote their Leadership Future Diary.

In addition, each participant took an Authenticity Assessment, which then provided them with customized action steps they were encouraged to experiment with to keep being more authentic.

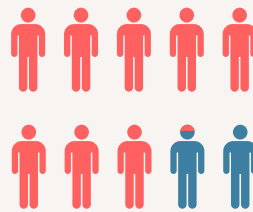
The program was so successful that the company expanded the offering in 2023, offering sessions throughout the year to several cohorts!

96%

feel more empowered to make meaningful changes both personally and within my team(s).

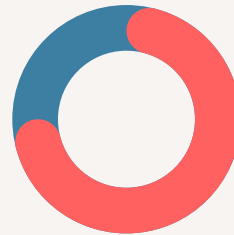
84%

said this program has strengthened their commitment to their company.



82%

have increased confidence in their ability to grow their career at their company.



75 NPS

overall Net Promoter Score

PARTICIPANT FEEDBACK

Engaging and her message was impactful

"Erin was awesome. She certainly is engaging and her message was impactful. I already implemented a change or two based on her sessions!"

I wish there were more sessions

"I wish there were more sessions. The tactics we learned are those that can be shared with others and applied across various facets of our lives. They helped to bring about more confidence, thoughtfulness and created a community of those we can count on to hold us accountable to achieve our goals."

Definitely different than what I expected

"Definitely different than what I expected. Like how it was interactive and not just Erin. She has intrigued me to read her book and listen to podcast."