



Education. Consulting. Marketing.

**CREATING CULTURE-DRIVEN STRATEGIES
WITH VISIONARY ORGANIZATIONS
FOR THE NEW WORLD**



In The New World,

You need to meet your customers and employees where they are -- Really, where they've always been.

Culture Shift Team can help.





We meet our clients where they are and help create a vision for what is possible.

Our clients reach and communicate across cultures, generations and languages and build trust with key stakeholders both inside and outside the organization.

**It's about results.
Sales. Growth. Loyalty. Equity.**



CST is an award-winning agency of leading experts in two main practice areas:

- ▶ **Diversity-Equity-Inclusion Strategy & Education**
- ▶ **Multicultural Marketing**



Diversity-Equity-Inclusion Strategy & Education

- DEI Assessment & Data Collection
- DEI Education: Workshops & Coaching
- DEI Strategy and Consulting

Multicultural Marketing

- Marketing Consulting
- Creative and Production
- Market Research & Analysis
- Community Outreach
- Media Planning & Management



CST serves a diverse group of clients.

CST clients make the world's best cars, music, ice cream, tires, and communications systems. Our clients are leaders in education, healthcare and pharmaceuticals. They also develop the world's best women leaders, entrepreneurs and volunteers.



Our clients represent the following industries:

Arts & Entertainment | Automotive | Communications | Education | Financial Services | Food
Government | Healthcare | Insurance | Manufacturing | Non-Profit | Product Recall | Publishing
Public Service | Restaurant | Retail | Sports | Technology | Transportation | Utilities



Our mantra is the Platinum Rule:

“Treat others the way they would like to be treated.”

We help clients create value around this model. Each engagement delivers a customized, results-oriented plan to meet our client’s objectives.

Our goal is to help you build lasting, sustainable relationships with your internal and external customers and stakeholders.



Our Why

CST is driven by our passion to help organizations achieve equity and inclusion and ultimately to remove barriers to human potential and performance. Each CST member has experienced what it's like to be a member of a minority group being excluded, an afterthought, snap assumptions made based on identity.

The team knows how deeply these behaviors impact organizations and their brands. What is more, CST members also benefit from the privileges of being members of majority groups that hold power in some way.

CST firmly believes that change for the greater good comes when people who have the power extend privilege to those who do not, and when historically underrepresented communities are empowered to create spaces that include them.

CST knows they are not alone in seeking the change that breaks down barriers of human potential. Companies seeking inclusion and equity -- those organizations who know that it is time to make the shift -- are the real change agents. CST is here to accelerate that change.



60+ Years Combined Experience Serving Corporate, Government,
Higher Education, and Non-profit Organizations

150,000+ People Trained

25+ Signature Campaigns



You can reach our team at: connect@cultureshiftteam.com or call 615.606.2772

BASED IN NASHVILLE

OFFICES IN

DETROIT | NEW YORK | PITTSBURGH | SOUTHERN CALIFORNIA | SOUTH FLORIDA

www.cultureshiftteam.com