

# HELPING LEADERS CREATE CONNECTED, INCLUSIVE WORKPLACE COMMUNITIES



## POINTS OF CONTACT

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## WEBSITE

[cultureshiftteam.com](http://cultureshiftteam.com)

## CORPORATE PROFILE

FEIN: 83-1105316  
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## DIVERSITY BUSINESS CERTIFICATIONS

WBE & WOSB Certified, WBEC South  
MBE Certified, MNAA  
Small Business, Metro Nashville

## NAICS CODES

611430 Professional development training  
541613 Marketing mgmt consulting  
541910 Marketing research services  
541910 Marketing analysis services  
541810 Advertising agency consulting  
541930 Language services  
512110 Instructional video production  
512110 Video production and distribution

## CAPABILITY STATEMENT DIVERSITY, EQUITY & INCLUSION FOCUS

Culture Shift Team helps organizations succeed by developing and deepening connections with underrecognized communities. We do this by helping clients better understand and leverage the shifts in demographics and culture to create mutually beneficial business opportunities.

Culture Shift Team is an award-winning agency of leading experts in two main practice areas:

- Diversity-Equity-Inclusion Strategy & Education
- Multicultural Marketing & Advertising

### Highlights:

- CultureConnect online education platform simplifies education delivery and amplifies engagement
- Education campaigns to promote inclusion and agility
- Live in-person and virtual sessions available

### Ways We Have Helped Clients:

- **Customized eLearning:** Co-created online educational content for a Fortune 500 corporation with subject matter experts and full studio production
- **Workforce Data Analysis:** Conducted inclusion climate surveys and analyzed focus group data to help a third party logistics firm establish strategic priorities
- **Tools to Lead:** Provided management team charged with advancing inclusion and equity with coaching and key tools to lead transformational process changes
- **Hands-on Support:** CST consultants support advisory committees and employee resource groups to achieve goals

Founded in 2017 by Ann Gillespie, Marcela Gómez, and Robert L. Wilson

**Detroit, Nashville, New York, Pittsburgh, Southern California, and Florida**



***CST's online education platform designed to advance inclusion and belonging***

- Help employees connect the dots between inclusion and their everyday work
- Powerful platform to increase engagement in employee resource groups
- Building a workplace where people want to work and want to stay
- Develop agility to connect globally and with new markets



**DATA TOOLS & ANALYTICS FOR WORKFORCE INCLUSION**

***Data-Driven Action Plans and Strategies***

- Leadership Readiness Survey, to inform education approach
- Inclusion Climate Survey, to measure people's experience with belonging and inclusion
- Reflective Listening Framework, to elevate and transform voices into actionable data
- DEIAB Assessment, to build consensus and establish short- and near-term strategic priorities

**LEADERSHIP EDUCATION CAMPAIGNS & COACHING**

***DEIAB Leadership for Doers***

- Tools to Lead Inclusively
- DEIAB Breakthrough
- Implicit Bias Algorithm
- Anticipating Conflict with Inclusion
- Courageous Conversations
- Cultural Agility

**PARTIAL CLIENT LIST**

Amazon Fulfillment Centers  
 AllianceBernstein  
 Asurion  
 Academy of Country Music  
 Austin PBS  
 Bridgestone Americas, Inc.  
 Country Music Association  
 Cummins, Inc.

Genesco  
 Hensel Phelps  
 Kenco Group Logistics  
 Nissan North America  
 Proxima  
 Renewables Forward  
 Ryman Hospitality Properties  
 Schneider Electric

Alpha Gamma Delta International  
 Barbershop Harmony Society  
 Big Brothers Big Sisters  
 PENCIL  
 Tri Delta International  
 Sigma Lambda Gamma National  
 United Way of Chattanooga  
 United Way of Rutherford Co