

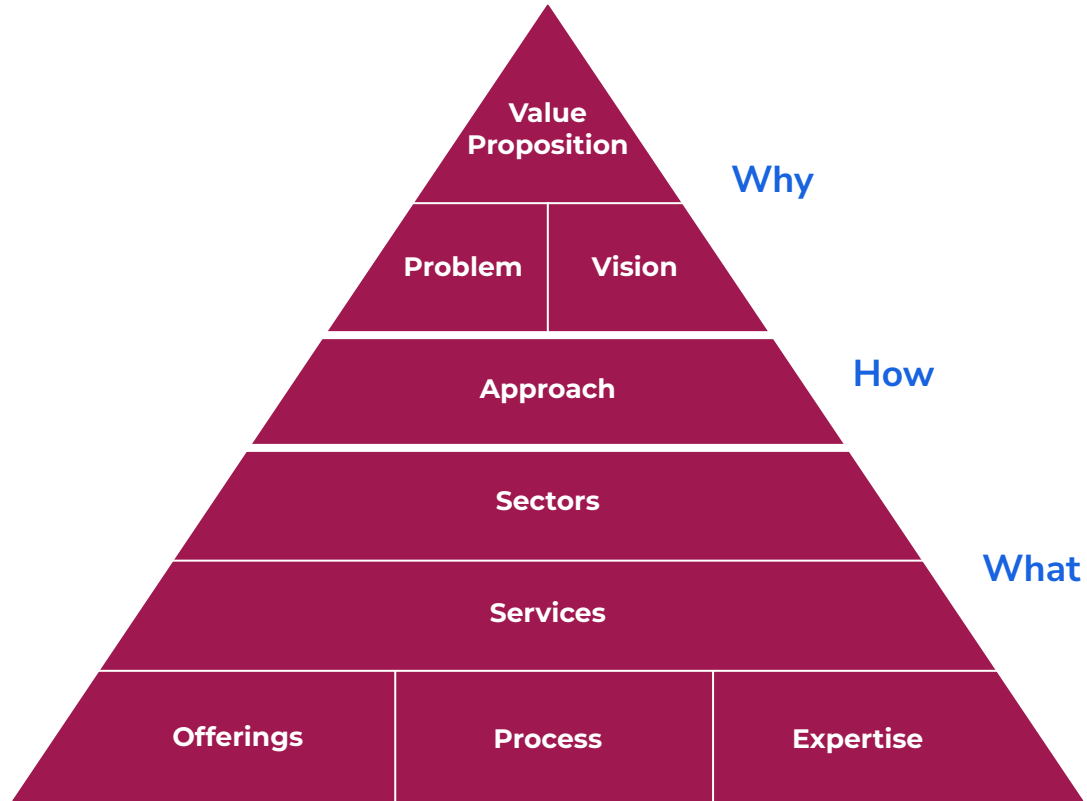


# Brand Messaging

October 19, 2021

# Brand Architecture

Our brand architecture helps us understand how the pieces of our story fit together. While there are more details to provide as we move down the pyramid, it's important that we ground all our messaging and conversations in the top aspects of the pyramid.



# Our Why

# Value Proposition

What We Uniquely Offer

**Put your values to work.  
Act on equity.**

We believe equity isn't simply a box to check. It's a daily action. Edgility exists to empower social impact organizations to recognize and overcome unconscious bias, racism and sexism so they can build workforces that reflect and strengthen the communities they serve.

# Problem Statement

Why Our Value  
Proposition Matters

**The default ways of hiring, compensating employees and managing teams inherently reinforce deep racial and gender divides.**

This can keep even the organizations who most value diversity and inclusion stuck without a clear path forward. Putting your values into action requires a new approach and process.

# Vision

The World We're Creating

Creating a new standard for how our clients hire, value and grow talent equitably is what gets us out of bed each morning. The more organizations that adopt more equitable hiring, compensation and talent management practices, the more it becomes something talent expects and demands. And this begins to pave the way towards systemic change.

**This movement to ensure all people, regardless of their identity, have what they need to succeed in the workplace is helping to close wage and opportunity gaps. And in doing so, is changing the face of leadership to more accurately reflect the communities they serve.**

# Our How

# Our Approach

How We Execute on Our  
Value Proposition

We look at the data, ask the tough questions and—when we need to—disrupt the status quo. We’ve learned that **real change can’t come from relying on the same systems and “best practices” that got us here in the first place.**



# Our Approach

## We Listen

Whether you're in need of an exceptional leader or want to create a more equitable compensation program, we begin by asking questions and actively listening. We include voices from across your organization, to build support and alignment, and in your community to ensure we hear directly from those in need. This helps us frame your specific challenges and co-create a plan for positive change.

## We Build Relationships

We dig deep to understand your culture and your greatest hopes and fears instead of checking boxes in a one-size-fits-all process. We also get to know and stay in touch with promising candidates even if we don't have a role for them right now.

# How We Work

## We Question the Why

We encourage you to closely examine your current ways of hiring, compensating and managing people. Then we ask you to clearly articulate your philosophy before making any concrete changes.

## We Stay Objective

We combine qualitative and quantitative data to challenge biases and assumptions that undermine equitable practices and decision-making. The job descriptions we write emphasize skills, knowledge and experience, rather than where candidates went to school or who they know.

## We Co-Create Solutions

Your participation in the process is critical for its success. We help you equip your leaders with the habits and skills they need to do their jobs more equitably and build more impactful teams.

## We Never Give Up

We don't stop until we find the right candidate and come up with practical solutions that work for our clients, right now and well into the future.

**Our What**

# Our Clients

Who We Work With

Our clients are social impact organizations striving to build a more equitable world for **youth, families and communities.**

# Our Services

What We Do for  
Our Clients

Our clients want to live up to their values, but it's not always easy to know where to start. They need a trusted guide to get there.

**We walk them through an equity-driven process focused on finding, hiring and retaining exceptional leaders, developing transparent compensation programs, and building inclusive environments where employees thrive.**

This is the new standard. And we challenge everyone to meet us here.

# Placing Exceptional Leaders

For an equity-driven organization to be truly successful, we believe a diverse group of people must lead the work. When paired with the right opportunity, a person's unique identity becomes one of their greatest professional assets. We focus on candidates' experience, skills, knowledge and career goals, rather than who they know and where they went to school.

By introducing a more objective process that challenges biases and assumptions, people who most experience structural racism and discrimination have greater opportunity to reach an organization's highest levels. And this means they're more reflective of the communities they serve.

## Offerings

- Executive Search
- Leadership Search
- Recruitment Campaigns
- Hiring Process Design & Implementation Support

**1 Stakeholder Engagement**

**2 Candidate Cultivation**

**3 Candidate Screening & Assessment**

**4 Hiring Process Support**

# Placing Exceptional Leaders

## Stakeholder Engagement

We meet with your key constituents—from board members to community members—to develop an ideal candidate profile and position competencies.

**1** Stakeholder Engagement

**2** Candidate Cultivation

**3** Candidate Screening & Assessment

**4** Hiring Process Support

# Placing Exceptional Leaders

## Candidate Cultivation

We build and execute a recruitment strategy that leverages our network of 40,000 nominators, personalized outreach, as well as social media and online tools to reach a diverse talent pool.

1 Stakeholder Engagement

2 Candidate Cultivation

3 Candidate Screening & Assessment

4 Hiring Process Support



# Placing Exceptional Leaders

## Candidate Screening & Assessment

We shepherd incoming candidates through a consistent, transparent, and competency-based process before passing the top candidates along to your team.

1 Stakeholder Engagement

2 Candidate Cultivation

3 Candidate Screening & Assessment

4 Hiring Process Support

# Placing Exceptional Leaders

## Hiring Process Support

We support your candidate diligence process, project manage your onsite interviews, and facilitate hiring committee debriefs grounded in anti-bias principles.

**1** Stakeholder Engagement

**2** Candidate Cultivation

**3** Candidate Screening & Assessment

**4** Hiring Process Support

# Creating Transparent Compensation Programs

The default approach to compensating talent isn't equitable. So we can't use the old rules and systems and expect different results. We empower social impact organizations like yours to reimagine the process, beginning with defining your compensation philosophy and concluding with designing and implementing a structure that supports it. Together, we can close wage gaps and attract and keep the talent you need—without straining your budget or undervaluing your employees.

**1 Stakeholder Engagement**

**2 Market Analysis**

**3 Program Design**

**4 Implementation Support**

# Process

## Stakeholder Engagement

We combine qualitative conversations across the organization with a quantitative analysis of opportunity gaps to identify priorities for more equitably managing and compensating talent.

**1** Stakeholder Engagement

**2** Market Analysis

**3** Program Design

**4** Implementation Support

# Process

## Market Analysis

We conduct a quantitative wage gap and benchmarking analysis to understand how equitable and competitive your compensation structure is compared to that of your peers.

1 Stakeholder Engagement

2 Market Analysis

3 Program Design

4 Implementation Support

# Process

## Program Design

We wrestle with the big questions first such as whether you pay people based on merit, experience, or both. Then, we apply your philosophy—grouping jobs by level, developing salary ranges, assigning wages, and identifying budget and equity implications.

1 Stakeholder  
Engagement

2 Market  
Analysis

3 Program  
Design

4 Implementation  
Support

# Process

## Implementation Support

We help you roll out the new program transparently by equipping managers with training and toolkits and ensuring all staff members are provided with consistent and clear information.

**1** Stakeholder Engagement

**2** Market Analysis

**3** Program Design

**4** Implementation Support

# Building Equitable Organizations

Finding and hiring exceptional leaders is one thing. Keeping them is another. Building an environment where they and their teams can thrive is crucial to your organization's success. We help you take a closer look at the ways you manage talent to identify your key strengths and weaknesses based on equitable best practices. The goal is to create a more inclusive and welcoming culture where career opportunities and the path to advancement are clearly understood and available to all.

**1** Equity Assessment

**2** Philosophy Design

**3** Structure Design

**4** Implementation Support



# Building Equitable Organizations

## Offerings

- ✍ **Talent Equity Assessment**  
We administer and report on an organization-wide survey to identify loyalty, attrition and retention factors as well as equity and opportunity gaps.
- ✍ **Talent Management Philosophy Design**  
We uncover the principles, policies, procedures, and expectations that guide all talent programs at your organization and ensure all staff are equally set up for fulfillment and success.
- ✍ **Manager Coaching & Training**  
We equip managers to understand your new policies and programs, providing trainings and toolkits to ensure they are able to evaluate and communicate with staff clearly, consistently and without bias.

1 Equity Assessment

2 Philosophy Design

3 Structure Design

4 Implementation Support

# Building Equitable Organizations

## Offerings

### Talent System Design

- **Performance Management**  
We work with your team to clarify what you include (and don't include) in evaluating staff performance, build tools and establish a cadence for giving formal feedback, and determine how underperformance is consistently addressed.
- **Coaching & Development**  
We develop clear career pathways by defining job levels, responsibilities, and competencies as well as professional development and promotion policies that provide all staff with equal opportunities for advancement.
- **Organizational Structure**  
We refine your organization structure to solve for breakdowns in decision making and communication, address opportunity gaps, and facilitate more effective manager coaching.

1 Equity Assessment

2 Philosophy Design

3 Structure Design

4 Implementation Support

# Building Equitable Organizations

## Equity Assessment

We combine qualitative conversations across the organization with a quantitative analysis of opportunity gaps to identify priorities for more equitably managing talent.

**1** Equity Assessment

**2** Philosophy Design

**3** Structure Design

**4** Implementation Support

# Building Equitable Organizations

## Philosophy Design

We wrestle with the big questions first—such as what you believe about autonomy and accountability—to ensure decisions are grounded in your values.

1 Equity Assessment

2 Philosophy Design

3 Structure Design

4 Implementation Support

# Building Equitable Organizations

## Structure Design

We apply your philosophy to the current state of your organization, defining performance management processes and criteria; clarifying career pathways and professional development opportunities; and refining your organizational structure.

1 Equity Assessment

2 Philosophy Design

3 Structure Design

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# Building Equitable Organizations

## Implementation Support

We help you roll out new programs transparently by equipping managers with training and toolkits and ensuring all staff members are provided with consistent and clear information.

1 Equity Assessment

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# Our Team

The People Who Make Our  
What Possible

The Edgility team reflects the diverse staff, experiences and perspectives that exist in our clients' organizations. We live all across the country with deep networks and real-world knowledge to help solve today's greatest equity challenges. We understand mission-driven organizations because we've walked in your shoes—as recruiters, internal talent professionals and organizational leaders. For us, equity in the workplace is all about putting values into action. We won't stop until it's the standard for the way organizations everywhere hire, compensate and grow their teams.

## Our Results

73%

of candidates placed in Edgility searches in the last three years identify as people of color

67%

of candidates placed in Edgility searches in the last three years identify as non-male

96%

of clients say they are satisfied, very satisfied, or extremely satisfied with Edgility's work





**Putting it Together**

## About Us

### **Put your values to work. Act on equity.**

We believe equity isn't a box to check. It's a daily action. We exist to empower social impact organizations to recognize and overcome unconscious bias, racism and sexism so they can build a workforce that reflects and strengthens the communities they serve.

We look at the data, ask the tough questions and—when we need to—disrupt the status quo. We've learned that real change can't come from relying on the same systems and “best practices” that got us here in the first place. Our clients want to live up to their values, but it's not always easy to know where to start. They need a trusted guide to get there. We walk them through an equity-driven process focused on finding, hiring and retaining exceptional leaders, developing transparent compensation programs, and building inclusive environments where employees thrive. This is the new standard. And we challenge everyone to meet us here.

# Tone & Personality

How We Write

The voice of Edgility is that of a trusted advisor: **knowledgeable, confident, friendly, and approachable**. The tone is serious, but never stuffy. We avoid jargon and complicated language.



**Thank you.**