

WATERWORKS CASE STUDY



Develop DEI Strategy for Luxury Retailer

SITUATION

The Head of Human Resources needed support to create the build-out of a Diversity and Inclusion Strategy. Specific requirements included:

- A review of company processes and profile with respect to:
 - Recruiting/hiring/retention/promotion
 - Diversity among current staff, vendors, clients
 - Communication style/language used around inclusion
- A definition of training needed around inclusion and unconscious bias (levels/groups)
- An assessment of gaps/opportunities and provide action items to address

TASK

Lead the development of a Diversity and Inclusion Strategy

ACTION

- Assess company climate (review policies/practices/makeup)
- Interview Leadership Team (CEO, Steering Committee)
- Provide coaching for Senior Leaders
- Conduct One on One Stakeholder Interviews and Focus Groups
- Synthesize Data Collection
- Create Strategy and Recommendations
- Socialize Strategy with Leadership (Head of HR/Leadership Team)
- Iterate and Finalize
- Socialize Strategy with Employees
- Provide Training Recommendations

RESULTS

The company implemented the DEI Strategy and moved ahead with training recommendations on Unconscious Bias and Empathy for the Leadership Team

HEINEKEN CASE STUDY



Deliver a 90-minute Career Webinar to Support Black and Latin Employee Resource Groups as part of the Inclusion and Diversity Strategy

TESTIMONIALS



"Simone Morris conducted a Power of Owning Your Career workshop with our ERGs. By far, was the best career workshop that we ever had at our organization. Simone was engaging, candid, super knowledgeable and made the attendees feel so relaxed throughout the discussion. She has a real passion for what she does and it comes through in her workshops. I had several attendees send me positive notes after the session and we are looking to engage Simone on future workshops for our organization."

Traci Lashley

Director, People Business
Partner, Heineken USA

"Quick note to say WOW – what a fantastic session yesterday with Simone! I'm honestly still buzzing and it was one of those sessions that you attend and come away knowing it's going to impact you!"

Feedback from Another Attendee

SITUATION

Talent Teams needed support for the Mutual Partnership framework for career development at Heineken USA. Leadership expects employees to take an ownership role in driving their careers forward. As such, two Employee Resource Groups engaged Simone Morris Enterprises LLC to deliver on Heineken USA's agenda.

TASK

Simone Morris Enterprises LLC (SME) worked with Human Resources and Business Resource Group Leaders on Event Planning (content/logistics). SME delivered a 90-minute career webinar entitled, The Power of Owning Your Career. Workshop included review of 8-step framework to facilitate career growth. Additional emphasis was provided for career planning, sponsorship, and personal branding.

ACTION

1. Engage in Planning Meetings to align on workshop content
2. Meet with IS team for technical run through
3. Deliver Career Workshop
4. Follow up with Workshop Resources
5. Conduct Executive Debrief for Workshop

RESULTS

Satisfied customers who raved about career knowledge gained. Both Human Resources and Business Resource Groups (BRGs) provided feedback on the impact of the workshop. They agreed to continue working with Simone Morris Enterprises LLC on additional leadership programming for the BRGs.