

Engagement Capabilities May 2024

A message from our founder

For over 10 years, we have effectively advised leading companies and organizations on their People/Talent and Diversity, Equity, and Inclusion (DEI) strategies. We are your organization's touchpoint towards building more equitable, productive, and successful organizations. It's time to forge real connections with your people and understand how you can help them do their best work.

Our inclusive and action-focused approach has delivered first-rate results in complex and demanding environments. We have advised a range of organizations across various industries to design and implement tailored solutions that are tactical and practical in order to drive systemic change.

We are on a mission to help organizations navigate to more diverse, inclusive, and successful workplaces. We transform uncommon practices into realistic standards with our unique take on prioritizing your most important asset—**your people**.



People/HR Advisory Services



Talent Strategy

People are the heart of a company's success. Empowering the right talent is critical to achieving company objectives.

The People Team will do this by being strategic partners to attract, champion, develop, and reward our people.

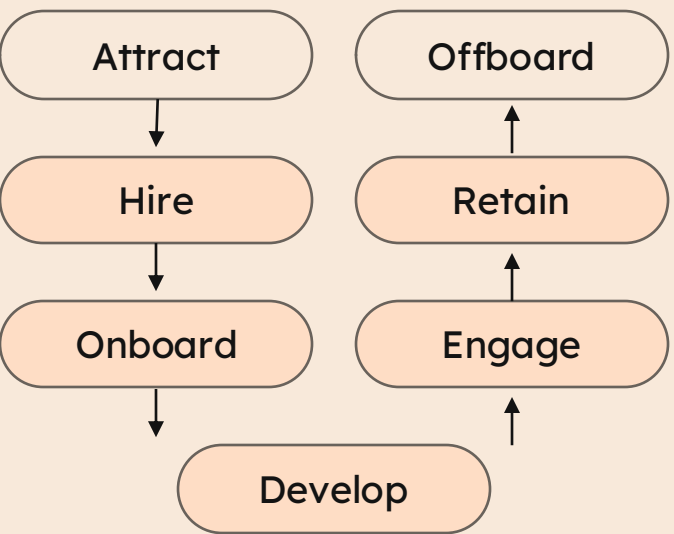


Comprehensive Strategy

Every employee goes on a journey, passing through specific stages in a company. It starts on the day they become aware of your company, to the day they exit.

The seven distinct stages of the lifecycle allows organizations to measure and assess engagement, growth, needs, and opportunities for employees.

EMPLOYEE LIFECYCLE



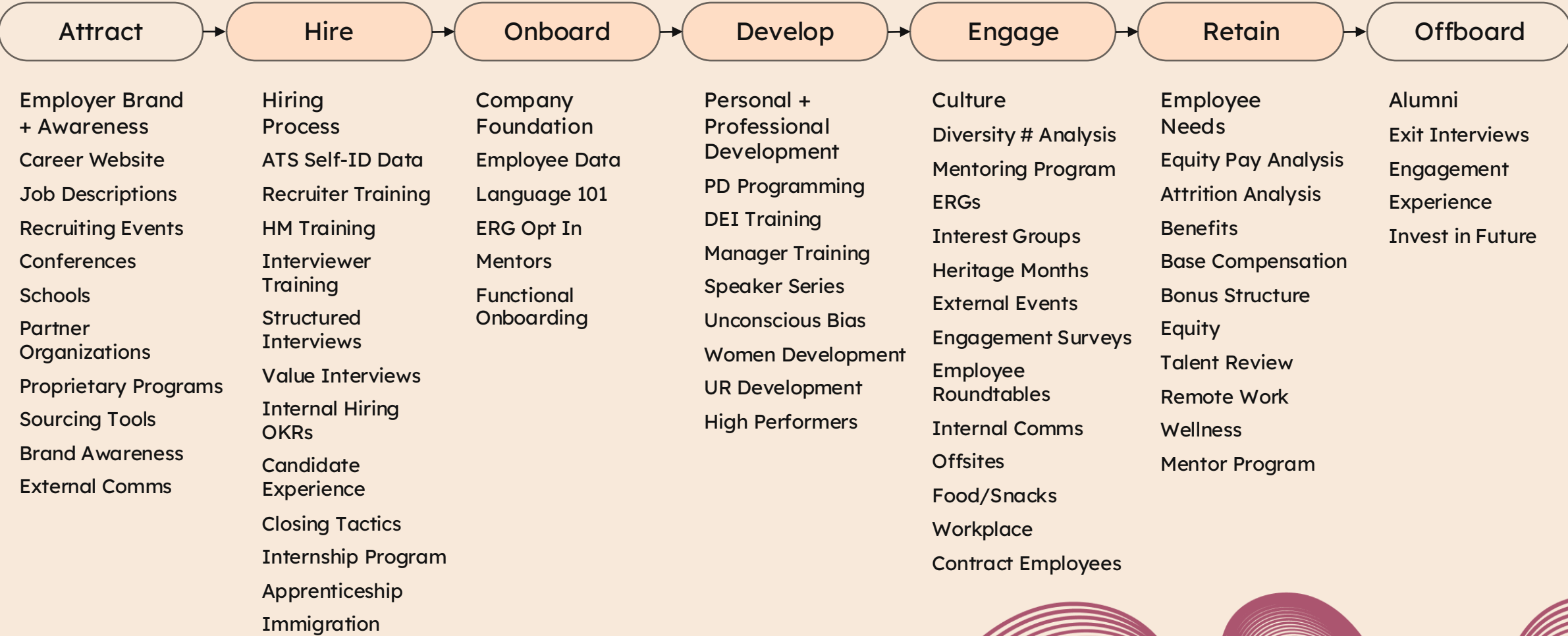
BUSINESS FUNCTIONS

- Engineering** “...partner with leaders and champion for talent”
- Product** “...attract and hire top diverse talent across all functions”
- Sales** “...drive professional and personal growth for talent”
- Marketing** “...design total rewards to attract and retain talent”
- G&A** “...optimize employee experience to maximize impact for talent”

To accelerate business impact, organizations must have the best people and the best people are drawn from the broadest spectrum of talent because true diversity means stronger teams, stronger business, and stronger financial returns.

Diverse perspectives is at the heart of an organization’s business success.

Employee Lifecycle



People/HR Centers of Excellence

Responsible for the Employee Lifecycle

BUSINESS PARTNERS (BPS) “...partner with leaders and champion for your people”	TALENT ACQUISITION (TA) “...attract and hire top diverse talent across all functions”	TALENT DEVELOPMENT (TD) “...drive professional and personal growth your people”	TOTAL REWARDS “...design and execute total rewards to attract and retain your people”	WORKPLACE EXPERIENCE “...optimize workplace experience to maximize impact for your people”
BUSINESS PARTNER Collaborate Partner w/ leaders on engaging our people to drive business priorities Advise Guide leaders on people solutions and strategies to maximize talent output through all people processes Advocate Support our people to reach their full potential professionally	TALENT PARTNER (RECRUITER) Attract Build pipeline of top diverse talent to decrease TTF Partner Develop consistent interview process w/ managers to streamline hiring process and reduce bias Impress Create first-in-class experience for both candidate and business	L&D PARTNER Cultivate Define company culture to reinforce desired engagement Develop Design personal and professional growth curriculum to advance our people Include Create culture of inclusion that encourages input from all perspectives to drive revenue	COMP & BENEFITS PARTNER Analyze Benchmark rewards to design best-in-class benefits Deliver Provide comprehensive reward offerings to retain talent Invest Promote the growth of the company and people by creating a sustainable equity strategy	LOCATION Enhance Operationalize company values and culture day to day in office spaces Manage Own all office space logistics, vendors, and services Execute Coordinate and execute company events and programs
Responsibilities Workforce Planning, Promotions, Succession Planning, Performance Management, Org Design, People Analytics, ER Tech HRIS, Leave Systems	Responsibilities Sourcing, Job Descriptions, Hiring Process, Hiring Data, Employer Branding, Internships Tech ATS, Background Check, LinkedIn Recruiter, Sourcing Platforms	Responsibilities On-boarding, Manager Effectiveness, Learning & Organizational Development, Training, Inclusion Tech TD Platform, Training Platform	Responsibilities Compensation, Equity, Benefits, Relocation, Mobility, Immigration, Wellness Tech HRIS (Payroll), Benefits Portal, 401k Platform, Expenses, Employee Rewards Platform	Responsibilities Office Management, Seating + Ergo, Snacks, Lunch, Events, Culture Ambassadors Tech Snack/Lunch Platform, Security Systems, Visitor Sign-in Platform

Diversity, Equity, and Inclusion



DEI Engagements

Expose & Educate

Engagements that introduce DEI foundations and frameworks enabling individuals to name harm and inequities in the workplace then learn effective responses and solutions

Evolve & Transform

Experiences that go deeper with broader DEI strategies to identify client-specific application of practical solutions while measuring success

DEI SEMINARS & WORKSHOPS

\$12.5K - \$20K per session

90-minute customized DEI seminars to help organizations establish or strengthen structural, cultural, and individual practices to cultivate equitable workplaces

INCLUSIVE LEADERSHIP

\$20K for 1 / \$35K for 2 / \$65K for 4 sessions

Immersive experience across one, two, or four 90-minute sessions for leaders to deep dive into DEI foundations and add solutions to their toolkit to examine what goes wrong in the workplace and how to make it right when power enters the equation

“BRAVE SPACES”

\$3.5K per session

60-minute facilitated discussions with Employee Resource Groups (ERGs), Affinity Networks, or groups of employees for personal reflections on their workplace experiences; includes an executive summary of actionable employee insights

WORKING SESSIONS

Investment | \$10K for 3 sessions

Customized working sessions with executives, leaders or People Team (HR) members to implement DEI solutions, initiatives, and strategies across the employee lifecycle; includes customized deliverables for each strategy based on intake survey and meeting

COACHING

Investment | \$15K - \$35K pending 1:1 or team coaching

One-on-one or team coaching sessions with executives, leaders, or People Team (HR) professionals on tactics to put into practice through changed behaviors

IMPACT LEARNING LABS

Investment | \$7.5K per session

90-minute facilitated discussions for executive leaders on DEI case studies; labs allow leaders to pressure test current codes of conduct and company protocols to build inclusive leadership muscle

CLIENT TRANSFORMATIONS

Investment | Defined by SOW

Customized engagements to design, develop, and implement organizational change management of the foundational DEI strategies across the employee lifecycle; engagements are typically 3-12 months

DEI Seminars & Workshops

FOR PEOPLE (HR) & RECRUITING TEAMS

Measuring Bias Across the Employee Lifecycle

- How to measure bias across: attract, hire, onboard, develop, engage, retain, and offboard
- Maintaining data integrity and consistent reporting
- Building dashboards for accountability

Inclusive Recruiting

- Tools to reduce harm and bias in the TA process
- Diversity sourcing tactics plus uncommon & best practices
- Inclusive candidate engagement/closing

Empowering Your ERGs

- ERG 101 (e.g structure, sponsors, budget)
- ERG leadership roles and responsibilities
- Effective strategies from heritage months to recruiting to internal business engagement

FOR ORGANIZATIONS & TEAMS

“How Did We Get Here?”

- Key historical moments for underrepresented groups in America starting from 1619 to present day
- Historical context to frame systemic issues and current climate on race and racism in America

Language 101: Words Matter

- Federal language used versus recommended language
- Understanding identities, intersections, and intersectionality
- Diversity versus representation

Language 201: Dissecting DEI

- Understanding diversity vs equity vs inclusion
- Differentiating between prejudice, racism, and white supremacy
- Engaging in “courageous conversations”

Inclusion in the Workplace

- Understanding unconscious and conscious bias
- Recognizing unearned privilege
- Problematic workplace behaviors (e.g. gaslighting, microaggressions, harassment, bullying)

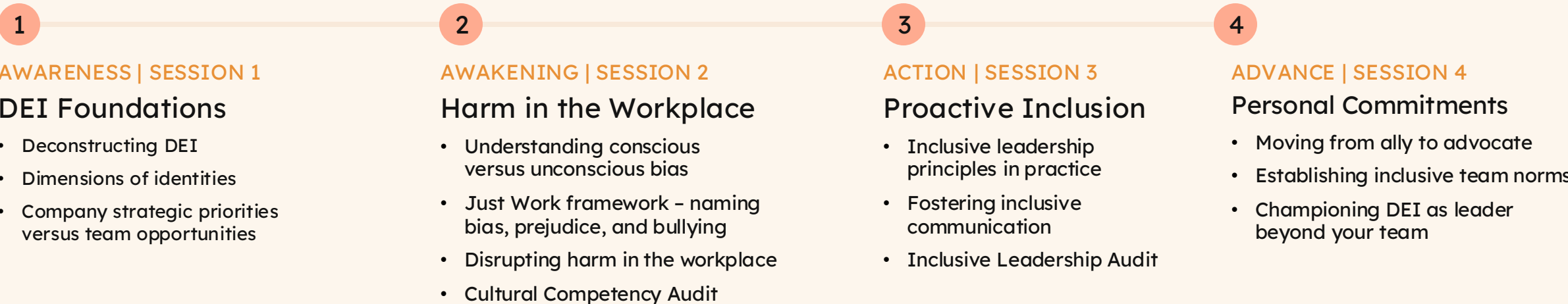
Awareness to Action

- Doing the work -- ally vs advocate vs activist
- Cultural ecosystem audit
- Understand the “anti-racist” framework

\$12.5K - \$25K per session pending content + customization

Inclusive Leadership

Immersive experience across one, two, or four 90-minute sessions for leaders to increase your awareness to awaken their subconscious and translate that awareness into tangible actions to advance your teams for sustainable change.



LEARNING OUTCOMES

Cultivate Cultural Competence Actively seek to understand and respect diverse cultures, backgrounds and perspectives Demonstrate an openness to learn about different cultural norms	Foster Inclusive Communication Encourage open and inclusive communication that values input from all team members Model effective communication through active listening	Lead by Example Actively participate in DEI initiatives and programs Model inclusive behavior and embody the principles of DEI	Support RIGs Advocate for and actively support activities produced by Employee Resource Groups (ERGs)	Promote Inclusive Leadership Empower others to lead inclusively Lead with an inclusive mindset which considers the diverse perspectives and backgrounds of team members
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Transparent Methodology and Approach

PHASE 1 | DISCOVERY

- Data Collection
- Audit
- Interviews (Team + 1:1s)
- Roundtables

What is the current state of DEI?

What does the data tell us?

What do the employees tell us?

PHASE 3 | IMPLEMENTATION

- Change management planning for strategy integration
- Deployment strategy with phased approach
- Training & development for key stakeholders
- Execute across business and people DEI framework

How can leaders support implementation?

What is needed from the People Team?

How will employees engage the DEI strategy?

PHASE 2 | DESIGN

- Recommend
- Develop strategy + path forward
- Defined OKRs and metrics of success
- Internal and external communications

What is the organization's DEI philosophy and approach?

What are the resources needed to execute?

What are 2024 OKRs and ROI?

PHASE 4 | REFINE WITH ACCOUNTABILITY

- Align on accountability structures
- Iterate on strategies and initiatives
- Reassess resources needed to exceed okrs
- Action improvement cycles

What are our accountability structures?

Where are areas to iterate to optimize ROI?



We understand the importance of tailored strategies in achieving successful outcomes. Therefore, we have a specific approach that ensures the most effective utilization of our expertise and resources. We believe that providing a quote for implementation before the completion of discovery and strategy design compromises the customization and quality of our services.

Our commitment to delivering optimal results begins with a comprehensive understanding of your organization's unique needs, challenges, and aspirations. This in-depth understanding allows us to develop a well-informed strategy specifically tailored to your organization's context.

By aligning the implementation quote with the completed strategy, we can ensure a transparent and comprehensive understanding of the investment required for a successful implementation.

Talent Leadership Development





SPEAKING ENGAGEMENTS

The Keynote

Trier speaks with humor, insight and eloquence about her life and career as a Black woman who has successfully navigated various industries. Trier sketches a vivid portrait of her years as an Air Force officer in combat environments and offers candid descriptions of the unique challenges she faced as a Black woman progressing through corporate organizations. She also discusses the current social justice climate and the many challenges facing leaders at companies today.

Trier is known for her direct and humorous communication style and “telling it like it is.” She offers a unique and always lively account for all ages of how success leaves clues and you too can get to where you want to be.

Keynote Topics

Inclusion from Military to Wall Street to Tech

Inclusive Leadership

Followership: Empowering Teams to Follow

Leadership vs Management: They Are Not The Same

Good Enough Isn’t: Building High Performing Teams

Success Leaves Clues: Forging Your Own Path

Curated content for your audience...

\$20K virtual / \$30K + travel for in-person

Content Licensing

Rebroadcasting

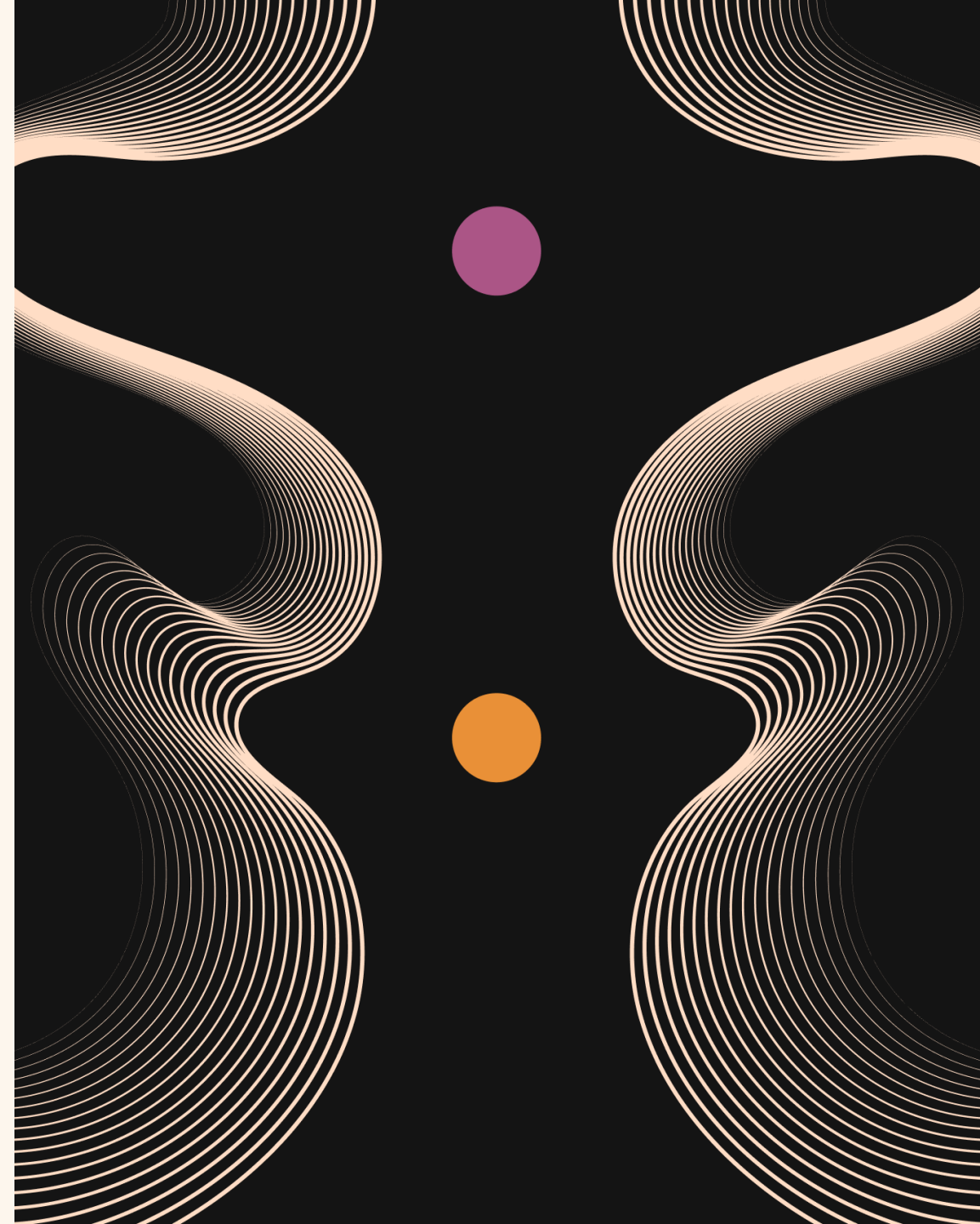
One rebroadcasting included with each engagement; additional rebroadcasting licensing investment:

3-month \$10K | 6-month \$30K | 12-month \$50K

Train the Trainer

Train team to deliver off the shelf or customized content with an unlimited enterprise-wide license that scales with audience size; includes all copyrighted content (slides and handouts)

12-month \$50K-\$100K



“Let’s take care of your people so your people can take care of the mission.”

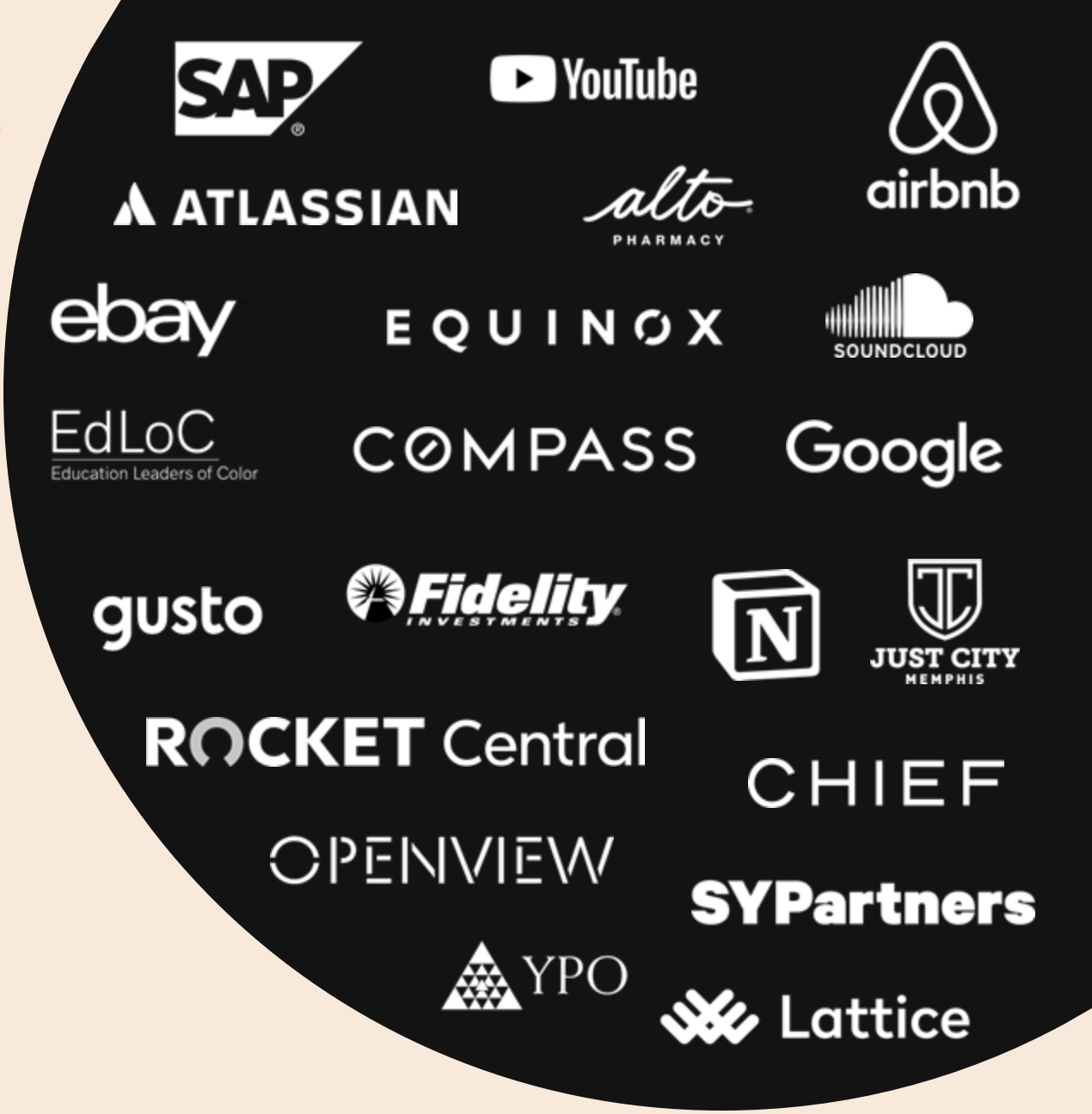
Trier Bryant



COMPANIES THAT LOVE US...

Our Clients

We partner with forward-thinking leaders and organizations who want a people-centric approach to ensure their teams are thriving.





GET TO KNOW US

Trier Bryant
CEO + Founder
she/her

Trier (tree-air) Bryant is the CEO and Founder of Pathfinder. She also co-founded the company Just Work with Kim Scott, NYT best selling author of *Radical Candor: Be a Kick-Ass Boss Without Losing Your Humanity* and *Just Work: How to Root Out Bias, Prejudice, and Bullying to Build a Kick-Ass Culture of Inclusivity*, to help organizations and individuals create more equitable workplaces.

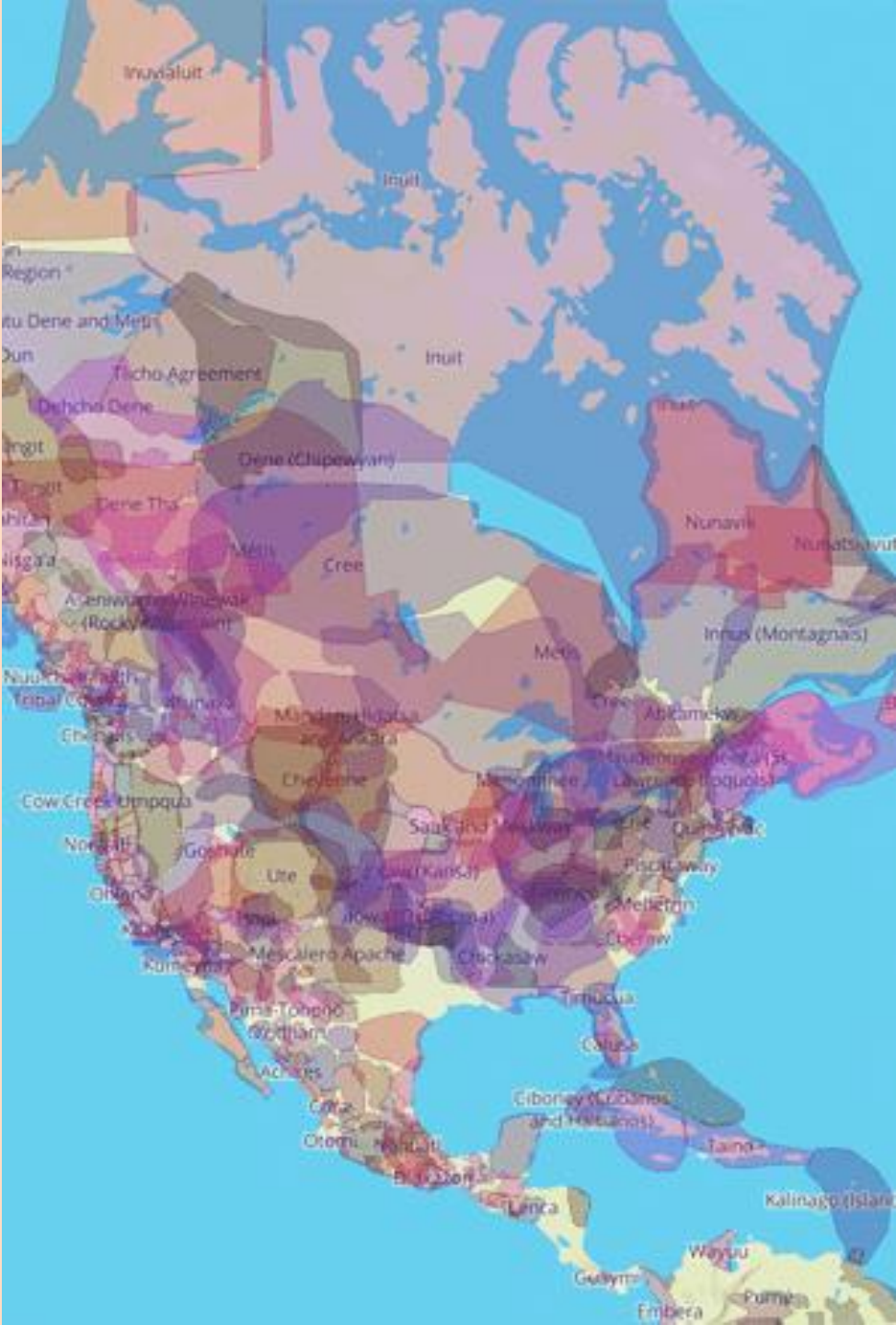
She is a strategic executive leader with distinctive tech, Wall Street, and military experience spanning over 15 years. Trier has previously held leadership roles at 82VS (Venture Studio of Alloy Therapeutics), Astra, Twitter, Goldman Sachs, and proudly served as a combat veteran in the United States Air Force as a Captain leading engineering teams while spearheading diversity, equity, and inclusion (DEI) initiatives.

Trier advises leading companies like Equinox, Google, Airbnb, SoundCloud, Atlassian, SYP, Rockefeller Foundation, and others on their talent and DEI strategies. Trier has an unwavering commitment to employees within organizations to create a more equitable, inclusive, and thriving workplaces producing prosperous companies. She has been featured as an influential DEI practitioner by several publications and outlets from Fortune to CNN and SXSW. Trier earned a B.S. in Systems Engineering with a minor in Spanish and Leadership from the United States Air Force Academy (Beat Army, Sink Navy) where she also played Division I volleyball. Trier enjoys spending time with her close knit family who taught her to live by the family motto "...good enough isn't."

Land Acknowledgement

Our team acknowledges we operate, gather, and benefit every day on the original land of several Indigenous people – including Akokisa, Karankawa, Lenape, Ohlone, Chemehuevi, and Southern Paiute.

This land was stolen and occupied while lives and culture were lost. May this land acknowledgement demonstrate our ongoing commitment to dismantle legacies of oppression and inequities and recognize the current and future contributions of Indigenous communities



The background is a solid dark navy blue. It features two large, symmetrical, abstract shapes on the left and right sides. These shapes are composed of numerous thin, concentric, wavy lines in a vibrant orange color. The lines curve and flow, creating a sense of movement and depth. In the center of the image, there is a white logo consisting of a stylized infinity symbol or a pair of interlocking loops. Below this logo, the word "pathfinder" is written in a white, elegant, serif typeface.

∞
pathfinder



Engagement Proposal May 2024

www.trustpathfinder.com

DEI Foundations

Investing in Inclusion

To foster open dialogue and mutual respect we ask everyone to make the following commitments. By embracing these principles, we cultivate a trusted space where diverse ideas can thrive, active listening and constructive engagement are valued, and mistakes are seen as opportunities for growth and learning.

Company-wide Engagement

DEI Seminars | \$17.5K per session

- Inclusion in the Workplace
 - Understanding unconscious and conscious bias
 - Recognizing unearned privilege
 - Problematic workplace behaviors (e.g. gaslighting, microaggressions, harassment, bullying)
- Awareness to Action
 - Doing the work -- ally vs advocate vs activist
 - Cultural ecosystem audit
 - Understand the “anti-racist” framework

Quarterly Brave Spaces | \$3.5K per session

- 60-minute facilitated discussions with groups of employees for personal reflections on their workplace experiences; includes an executive summary of actionable employee insights

Leadership Engagement

Inclusive Leadership (4-part series) | \$65K for all four sessions

- Immersive experience across four 90-minute sessions for leaders to deep dive into DEI foundations and add solutions to their toolkit to examine harm in the workplace and how to make it right

Impact Labs: Inclusive Leadership in Action | \$7.5K per session

- Quarterly 60-minute facilitated discussion on DEI case studies from recent headlines and previous clients; lab allow leaders to pressure test current company protocols to build inclusive leadership muscle