



TRUE SELF X TRUE MOSAIC

A Pathway to Authentic Engagement on DE&I

Even when a company and its people have a solid understanding of who they are, what they stand for and why they're different, these beliefs can be shaken or made less clear because of unforeseen factors or influencers. As a result, companies should reassess and recalibrate their TRUE Self.

Diversity, equity and inclusion (DE&I) has emerged as a critical driver of reputation, for organization (whether commercial, non-profit, or governmental) and their leadership; authentic engagement is essential. Whether you've just hired your first Chief Diversity & Inclusion Officer and are ready to advance DE&I inside and outside your walls or you are challenged to do more by employees, customers, community and public interests, it's important to take the time to assess your organization's point of view on, and level of commitment to, issues related to DE&I.

TRUE Self x True MOSAIC is a simple guide that combines FleishmanHillard's best in class corporate positioning methodology with the expert counsel of its dedicated DE&I strategic counselors. The collaboration is designed to help clients bring their most important stakeholders and decision makers together in order to align on how they want to engage on DE&I – where they've been, how committed they are to their values, and what they do next.

HOW IT WORKS

FleishmanHillard Reputation Management and True MOSAIC counselors, trained in FleishmanHillard's TRUE Self method, and your day-to-day agency account team work in collaboration with you and to plan and implement a 4 hour [virtual] workshop that helps reassess and refine the company's foundational identity, narrative and core messaging through a series of interactive, collaborative modules. The four hours can be arranged as needed into one or two-hour sessions.

TRUE Self workshops are highly customizable, but core elements include:

1. **Analysis:** a light audit to determine what your competitors are saying and who they are talking to; and comparing that to what you're saying and the audiences you're prioritizing. This part of the workshop allows for initial observations from all participants.
2. **Diagnostic Exercises:** interactive exercises that allow the participants to define how your organization speaks and sounds (tone and voice), how you act (brand personality) and how you make your stakeholders feel (brand emotions).
3. **Audience Exercises:** an examination of key audiences to determine barriers and pain points, stakeholder motivations and the value your organization offers each group. Time is dedicated to articulating the value proposition through shared assessment of current messaging.

Following the workshop, FleishmanHillard will regroup to define and deliver the output. Example outputs include value statements, manifestos, message architectures and sample messaging.

If you think TRUE Self x True MOSAIC might be a good solution for your client, reach out to Bia Assevero and Candy Peterson at bia.assevero@fleishman.com and candace.peterson@fleishman.com for more information.

We work with some of the world's biggest brands across industries and sectors.

We understand diversity, equity and inclusion is complex

and our TRUE Self and True MOSAIC counselors bring their expertise and diversity of lived experiences to each of our client engagements.

We know that in order to authentically engage on DE&I

you must know what you stand for and how committed you are to your values.

Together, we'll help you find the north star that guides you forward.