

EXPANDING EQUITY

DEI Partner Offerings

BLAC

2024

Central to the mission of BLAC is helping advertising agencies build and sustain environments that support the success, growth, and ultimate leadership of diverse talent.

We've vetted and joined forces with three impactful service providers that are excited to offer your agency access to the expert training, coaching, and consultation needed to help institutionalize the most powerful ways to create lasting change.

LET'S LEARN MORE ABOUT OUR DEI PARTNERS
& THEIR HIGH-IMPACT WORK.



PARTNERSHIP OPPORTUNITIES



dar thought

[Website](#)

[Founder](#)

ABOUT

dar thought is a strategic consultancy blending design thinking and social justice praxis. Drawing inspiration from historical and contemporary culture they specialize in creating systems of accountability and cultivating spaces for provocative dialogue. dar thought centers the Black experience in their commitment to evolve past conventional DEI paradigms, ensuring solutions are nuanced, equitable, and actively engaging with the complexities of intersecting identities.

dar thought was founded and is led by cultural researcher and strategist Darien LaBeach. In a previous life, Darien was the Director of Diversity, Equity, and Inclusion Strategy at global agency, Huge. Born in Kingston, JA, he currently lives in the historically Black neighborhood of Weeksville, Brooklyn.

OPPORTUNITY

Consultancy

dar thought provides clients with one-on-one consulting around critical issues and opportunities regarding their talent, equity and inclusion programs, policies, and practices with an emphasis on affinity groups/employee resource groups, and working with creative teams.

Their goal is to help create sustainable inclusive environments across disciplines and geographies. Whether partnering with your talent, equity, and inclusion teams to enhance their recruiting and retention programs and policies, or assessing your internal team staffing, dar thought brings not only a functional expertise but also a holistic approach to your organization's talent and inclusion needs.

This opportunity includes 20 consultancy hours.

Investment: \$6,250

New & Improved

[Website](#)

[Founder](#)

ABOUT

New & Improved is a change agency on a mission to change agencies. Founded by Lisa Balser, an award-winning Creative Director, Certified Diversity Executive®, Strategic Brand Coach, and author with over 25 years of experience, N&I is a powerhouse collective of professional problem solvers, collaborators and co-conspirators with diverse expertise and lived experiences, all dedicated to challenging and changing the status quo.

They believe that inclusion only works when we all work for it, so they engage everyone in the conversations, solutions, and actions. Experts in assessments, consulting, coaching, and specialized training (their secret sauce), New & Improved helps you build a plan that requires — and inspires — everyone.

As advertising folks, they know how to engage an audience and understand how to call people to action with empathy and impact. New & Improved is uniquely positioned to help you identify and actualize your DEI CTA™ (Diversity Equity and Inclusion Call To Action) with impact and accountability.

OPPORTUNITIES

All-Hands InterAction™ Workshop

Interactive, mind-expanding, bias-busting, sticky programs employees actually want to participate in, designed to ignite discussion and compel and empower folks to collectively create a culture of inclusion and belonging.

Topic options include:

- The Good, the Ad & the Ugly: Evaluating work that works and doesn't and why – with a DEI lens™
- Gen All: How the multigenerational workforce can work better together™
- DEI Drill-Down: The impact of concepts & terms in the workforce, the workplace, and the work™
- ID Me: How identity, power and privilege show up at work and in the work™

Includes 2 facilitators and a customized N&I Resource Guide. Provided at a special discounted rate for BLAC partner agencies, and honored for agencies or offices of up to 200 employees.

Investment: \$6,875

[Website](#)

[Founder](#)

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OPPORTUNITIES

Consulting & Advisement

Got a question or 100? Building your DEI program and unsure where to start? Need support creating and sustaining ERG/BRGs or Diversity Task Forces? A check on the creative to ensure it's not missing the mark? We're here to help turn intention into impact on all things advertising and DEI. Consulting & Advisement sessions covering topics of your choosing, based on where you are — and where you want to go and grow. Includes customized follow-up guide with recommendations and resources.

This opportunity includes 4 sessions, with each session 2 hours in length.

Investment: \$3,125

Website

Co-Founder

Co-Founder

ABOUT

Specializing in advertising/communications, non-profit, and tech spaces, People Intelligence (Pq) LAB is excited to partner with organizations looking to build a strong people and talent foundation through a diversity lens. They want to see companies move beyond embracing diversity to creating systemic changes that live past a moment in time or a crisis. They can help your organization develop an EDI (Equity, Diversity & Inclusion) and anti-racism strategy that can make this a reality.

The founding partners of Pq LAB are human/relationship-centered leaders with over 20 years of experience across every aspect of EDI and talent management. Loren Monroe-Trice is a people and talent leader experienced in global companies specializing in EDI strategy, culture and belonging, campus recruitment, training and development, and coaching. Brian Ford is a people and culture leader with experience managing HR business partners, M&A, re-orgs, and crafting high-performing workplaces. Their paths originally converged during their tenures at Ogilvy.

OPPORTUNITIES

EDI Audit

- Determine EDI goals with leadership and stakeholders. Audit current org policy, practices, and procedures. Includes tips for creating an inclusive and belonging culture.

Investment: \$6,250

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EDI Employee Survey

- Develop and deliver EDI-specific employee survey to unpack the current state of the organization. Will identify trends and provide high-level recommendations for change based on results. Honored for agencies or offices of up to 200 employees.

Investment: \$6,250

20% of your investment will directly benefit BLAC, its mission, and its work, and is tax deductible by the extent provided by law.

To take advantage of any of these opportunities, register [HERE](#), or reach out to nicolet@blacinternship.org to request an invoice.

Registrations will be accepted through April 26, 2024.

THANK YOU!