

Culture Catalysts Unite

CULTIVATE *Empathy*

Inclusion isn't the norm...yet. Join the Culture Catalysts community working to create inclusion, starting with ourselves and our teams.

25% is the tipping point to change the whole culture.

Sociological studies show that when only 25% of a group embraces a new norm, like inclusive behaviors, the rest quickly follow.¹

Cultivate
the 25%



Make Reflection a Reflex.

Reflect on how you can be more inclusive at work. Keep learning, practice self-awareness, and continue striving to do better next time.



Share Your Journey.

Humans are innately social beings who have a strong inclination to stick together. We are more likely to embrace new ideas when someone we trust explains how or why they changed their perspective.



Own the Change.

Practice inclusive behaviors within your sphere of influence. Be humble with others, gentle with yourself, and above all, persistent. Practice accountability with a growth mindset: expect to make mistakes but commit to doing better.



Develop Culture Catalysts

Implementation Overview

Studies show that social transformations are most effective when they begin from the edges, not from the top down. Cultivate Empathy leverages social science to empower organizations to intentionally shift workplace culture towards inclusion.¹

Phase I. Internalize the Transformation

Develop a group of Culture Catalysts who will spearhead the initial phase of transformation. By being early adopters, these pivotal individuals will personally experience the benefits of inclusion and then promote it fervently.

Phase II. Reach the Tipping Point

As the first team implements inclusive behavioral strategies, a second cohort of Culture Catalysts is being developed simultaneously. Ongoing coaching support and initial reporting will be provided.

Phase III. Track the Impact

This phase officially begins when 25% of the people have become Culture Catalysts or allies. ROI will be measured using qualitative and quantitative data, such as the employee satisfaction index, feelings of belonging, reported microaggressions, and attrition rates.

