



Make

#BoldMoves

to (Help) Prevent and End
Sexual Violence in the
Workplace

RALIANCE

Ending Sexual Violence in One Generation

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Chief Corporate Responsibility Officer

OBJECTIVES



Why are business leaders concerned about sexual misconduct?



What are business leaders looking for?



What you can do to accelerate opportunities to build relationships with business leaders?



Introduction

Who is S. Renee?

- ◆ Former television talk show host, producer and spokesperson for UPN-Philadelphia
- ◆ Former director of public relations and advisor to a university president
- ◆ Built two small business from the ground up to national recognition
- ◆ Worked with over 100 organizations across 9 industries (95% repeat business)
- ◆ Creator and presenter of talent development programs
- ◆ Author of 6 books on leadership, branding, & communications (2 book deals)
- ◆ Branding & business development expert who helped launch over 500 small businesses



POLL

Have you ever approached or been approached by a business about doing work around the issue of sexual violence?

Have you had a conversation with a business about doing work relevant to sexual violence?

Have you been hired by a corporation or small business to present or do any work relevant to sexual violence?

Do you desire to do work with corporations?



INTENTION

To give you an insider's perspective on how business leaders think, operate and make decisions.



POLL

On a scale from **1 to 5**, how important do you think sexual violence is to business leaders? 1 being of low importance and 5 being a pressing priority.



10 Misconceptions That Crush Business Opportunities

- ▶ Media attention forces business leaders to invest millions
- ▶ Sexual violence is as important to business leaders as it is to you
- ▶ A non-profit mindset fits in a for-profit culture
- ▶ Corporate leaders and employees can't tell when you "wing it or fake it"
- ▶ Business leaders and the media are looking to industry advocates for their expertise





SEXUAL HARASSMENT CULTURE

NEW THIS MORNING



SEXUAL HARASSMENT CULTURE



Spectrum FORECASTS TRAFFIC LIVE TIMES: I-75 SB WEST CHESTER (UNION CENTRE BLVD) TO D

6:32 48°

Misconceptions (cont'd)

- ▶ An issue uncovered in the media creates an urgency for employee training
- ▶ Business leaders are clear on the value of your services
- ▶ Every organization needs and wants your services
- ▶ Business leaders understand your lingo and you understand theirs
- ▶ Your perspective is their perspective



3 Key Areas to
Scale Up
Organizational
Opportunities
for Corporate
Work



Reimagine Your Business

Personal Development
= **Understand Your Client**

Business Development
= **Connect to Your Ideal Client**

Professional Development
= **Engage Your Client**



Personal
Development



Understand Your
Client



Pivot Toward Success with a Mindset Shift

- Examine your beliefs
- Understand what's important to Chief Executive Officers (CEOs)
- Learn the organization's hierarchy and culture
- Be open to possibilities

What keeps CEOs awake at night?

Harvard Business School surveyed 600 CEOs during pandemic, and they discovered that “almost every aspect of doing business must be completely rethought”

Three primary categories:



Continuous learning and integrating new information



Making complex decisions and plans quickly and solving problems



Empathy, maintaining wellness and focus



POLL

In which category does sexual violence fit?





Business
Development



Connect to Your
Ideal Client



POLL

Does your organization have a plan to engage the business industry?



A THINK TANK for
BUSINESS DEVELOPMENT

Continuous Learning and Integrating New Information

a

What is happening?

b

Why is it happening?

c

Who is it happening to?

d

Is it relevant to our strategic plan?

e

How should we tackle and communicate the issue?

f

What's the best implementation strategy?

Making Complex Decisions & Plans Quickly & Solving Problems

a

What are the facts,
data, and analytics?

b

Who are our internal
experts?

c

What decision needs
to be made?

d

When does the
decision need to be
made?

e

How do we implement the
decision?

f

How do we measure
results?

Empathy, Maintaining Wellness and Focus

a

What is needed?

b

Who needs it?

c

What is the best way to provide it?

d

When should it be provided?

e

How and how long should it be provided?

f

How do we gauge success?



Professional
Development



Engage Your
Client

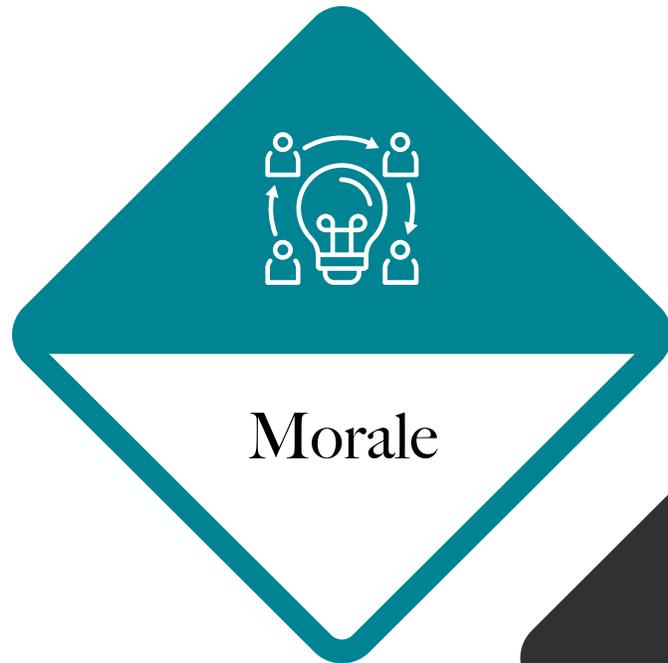
What should you talk about?



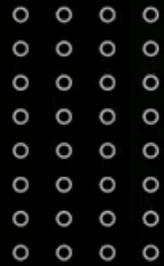


ASK QUESTIONS & LISTEN

Why Business Leaders Are Concerned About Sexual Violence



Settling a sexual harassment
claim can easily cost



\$125K

Or millions if the claim goes to court
and punitive damages are awarded.

Meanwhile, morale, productivity and
reputation all suffer.



Q & A with S. Renee



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