You’re invited to co-design a new strategic plan
ABOUT TIDAL EQUALITY

We are an equality-focused strategy firm at the intersection of social change and diversity & inclusion.

We help organizations and sectors gain a clear strategic focus, enrich their cultures, & build equality.
OUR VISION & VALUES

ENVISION A WORLD WHERE EQUALITY IS THE NEW STATUS QUO

CURIOSITY · COURAGE · CANDOUR · EMPATHY · EQUALITY
Your Tidal Equality partners in this work

Anna Dewar Gully

- Co-Founder & Co-CEO, Tidal Equality
- 15+ years as an organizational strategist and advisor
- Sweet spot: designing compelling strategy, transformation initiatives, and expanding equity and equality of opportunity in large systems and sectors
- Regions worked: Canada, UK, US, Europe
- MRes in Public Policy from University of London, UK, BA from McGill University

Dr. Kristen Liesch

- Co-Founder & Co-CEO, Tidal Equality
- 15+ years experience as an educator & organizational strategist
- Sweet spot: designing transformative curricula, implementing equitable process change
- Regions worked: Canada, US, New Zealand, Europe
- PhD from University of Auckland, BEd from University of Alberta
The College of Sciences is ready to develop a new Strategic Plan

- We will guide you through the strategic planning process
- We will harness a unique & highly collaborative methodology - called a Wave™ - to support your College through the development
- This is not your average strategic planning process
THE APPROACH

CURIOSITY  COURAGE  CANDOUR  EMPATHY  EQUALITY

Wave™ Methodology (digital)

- Virtual listening visits
  - over 3 weeks, starting Sept 14
- Anonymous Qualitative Insights Questionnaire
  - launch by October
- Wave™ collaborative strategic-design sessions
  - January 2021
- Strategy & Culture plan development & review
- Strategy & Culture plan launch with entire team
  - by Spring 2021
What’s a WAVE?

A Wave™ is our unique strategic-design methodology

- Engage the greatest number of people
- Equalize perspectives & improve power dynamics
- Clarify themes: challenges and opportunities
- Co-create strategy & culture
- Gain a clear, compelling, guiding strategy
Our methodology draws out:

- voices not always heard/consulted
- common cause across hierarchies, roles, etc.
- specific insights on inequalities and inequities that exist in your current culture/strategy, and we embed insights in new strategy
- pro-equity values and behaviours in alignment with your institution’s strategic and cultural goals
FROM THE WAVE ™

We will develop your:

● Cultural Insights Report,
● Culture Roadmap, and
● Strategic Plan
OUR GUIDING INTENTIONS

- To listen exceptionally well & build your trust in the process
- To ensure your voices and unique perspectives help to shape this College’s strategy
- To develop a strategy that will foster your College’s unique value, guide your success, and enrich your culture
NEXT STEP

- Signing up for a listening visit, details will be sent out tomorrow (Sept 9)
Questions?