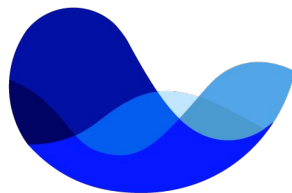


LIVE LAUNCH

NC STATE
UNIVERSITY

College of
Sciences

**You're invited to co-design
a new strategic plan**



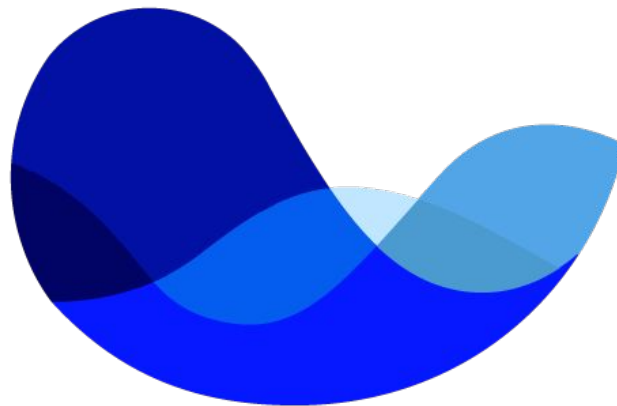
TIDAL EQUALITY



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.



TIDAL 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



HOW WE PUT EQUITY @ THE HEART IT

CURIOSITY
COURAGE
CANDOUR
EMPATHY
EQUALITY

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





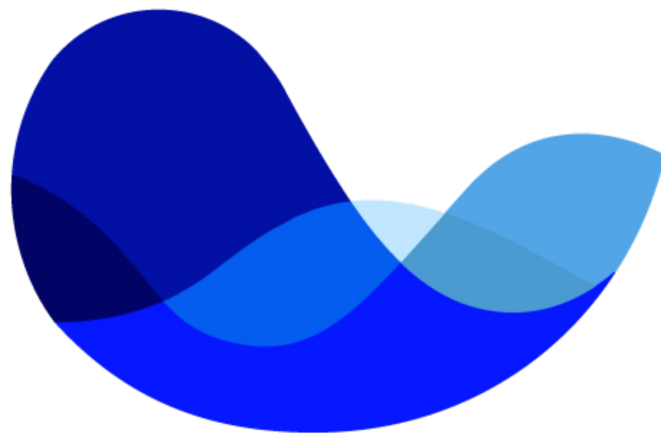
NEXT STEP

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





Questions?



TIDAL EQUALITY

Brought to you by Tidal Equality.
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www.tidalequality.com