

## NONPROFIT ADVOCACY ORGANIZATION CORE MESSAGING

**When the playing field is truly level, it's anyone's game.**

Parity.Org is the leading impact organization unlocking diversity in leadership, where the gap is the widest. We've helped hundreds of companies worldwide—from Airbnb to Nasdaq to Ralph Lauren to Best Buy and beyond—quickly level the playing field to ensure that all employees have a shot at success.

While many organizations have been working on leadership diversity for decades (with slow or negligible progress), our uniquely pragmatic approach *works, and works fast*. Companies that take our ParityPLEDGE<sup>®</sup>, implement the best practices outlined in our ParityMODELS<sup>™</sup>, and leverage the PARiTA<sup>™</sup> analytics platform, find that diversity follows as a matter of course—no quotas or deadlines needed.

*Because when the playing field is truly level, it's anyone's game.*

### **The Problem.**

While there are plenty of women and people of color at the bottom of most organizations, further up the ladder, their numbers decline precipitously—and research shows that it's primarily due to an uneven playing field, not to an insufficient pipeline of eager and qualified talent.

### **The Solution.**

Ensuring that all employees enjoy the same opportunities to advance and succeed requires intentional and ongoing effort—but *it can be done*. As the leading impact organization unlocking diversity in leadership, Parity.Org has helped hundreds of companies worldwide create a more level playing field through the following straightforward, evidence-based solutions.

- **ParityPLEDGE<sup>®</sup>**

- ***A simple commitment to equal opportunity.*** Hundreds of organizations worldwide have taken our pledge, committing to interview and consider at least one qualified woman and/or person of color for every open leadership role, VP and above. No deadlines or hiring quotas, and yet the results have been transformational.
- **ParityMODEL™**
  - ***A practical roadmap for getting there.*** These evidence-based “how-to guides” empower organizational leaders with insight into the specific policies, practices, and approaches that help to remove barriers and ensure that all employees enjoy equal opportunities to advance and succeed.
- **PARiTA™**
  - ***A transformative platform for tracking progress.*** The most comprehensive, intersectional analytics platform of its kind, PARiTAinsight™ helps organizations identify previously invisible patterns and opportunities to inform decision-making and accelerate their impact.
- **ParityLIST™**
  - ***A respected honor roll of equality progress.*** Our annual Parity.Org Best Companies for Women to Advance® list (and upcoming Parity.Org Best Companies for People of Color to Advance™ list) recognizes organizations that have policies, benefits, and programs that eliminate barriers to advancement.