

# IMPACT STUDY

## EVERY LEVEL LEADERSHIP

Provided strategic communications and PR/Publicity services to amplify the launch of the 2022 report, Black Women Thriving.

### THE SITUATION

Launched in June 2022, **Black Women Thriving (BWT)** is a comprehensive research initiative led by Black women to ascertain the current state of Black women's experiences in the workplace. Every Level Leadership surveyed more than 1,400 Black women and held focus groups to explore at what thriving at work could/should look like, and what it would take to create workplaces in which Black women thrive. The Scope of Work (SOW) undertaken by our team included press strategy development, press release writing, media engagement, media coaching, and messaging advisement.

### THE STRATEGY

The project began with a series of client sessions to determine the goals and audiences for the PR campaign, and to create a set of messaging points for media interviews and virtual report briefings. Given the report's focus on Black women, as well as Diversity, Equity and Inclusion (DEI) leaders, HR managers, Employee Resource Groups (ERGs) and the like, HIS identified key journalists along with other corporate and non-profit stakeholders to pitch the report and offer interviews with the report authors and access to key report data.

### THE RESULTS

In the contracted 3-month period, Human Impact Solutions' secured 9 press stories with a combined total of 327K views and an audience reach of 58.5M, according to our media reporting platform Coverage Book. Media coverage of the report included 2 articles in **CNBC**, and others in **Black Enterprise**, **The Grio**, **Triple Pundit**, **Shondaland**, **Authority Magazine**, **HR Dive**, **The Inclusive AF Podcast**, and others.

