

Convince Your Leaders



3 short scripts to help you make the business case for adding The Great Exhale™ to your development activities

www.thegreatexhale.com





Our Workplace Experiences Are Unique, So Position My Well-Being As A Top Priority

Recent research studies have highlighted that Black women are not fully satisfied with their work environment. In fact, most of us feel alone or isolated, even if there are 2-3 others present. This, in turn, can impact our mental state and performance. It's essential to have resources that cater to the specific needs of Black women in the workplace. But how do you know what those needs are? That's where The Great Exhale™ comes in. The community provides a safe and supportive environment that fulfills those needs because they understand what they are.



We Can Feel Isolated At Times Without Like-Experienced Peers, So Give Me Access to a Community Who Understands My Needs

A sense of community can help us feel acknowledged, respected, and valued. While DEI and engagement professionals are responsible for creating such environments, they often fall short in focusing on Black women's needs. Even affinity/ERG groups that cater to POC or women fail to center Black women. This lack of representation in community spaces is where The Great Exhale™ comes in. This group provides a supportive sisterhood for Black women where we can be ourselves, without the need to code-switch. It offers a space to divest from overwork, share our experiences with like-experienced™ individuals, and enjoy a more fulfilling life.



Our Career Development Pathway Has Obstacles The Workplace Isn't Equipped to Address, So Allow Me To Access (Brilliant) Black Women Who Can Coach, Mentor, And Sponsor Me

Mentoring programs have been shown to increase minority representation at the management level from 9% to 24%. Additionally, promotion and retention rates for women and minorities have increased from 15% to 38%, surpassing non-mentored employees. However, The Great Exhale™ takes it to the next level by following the ABCDs of SPONSORSHIP. This includes learning self-promotion to AMPLIFY my voice, building self-assurance to BOOST my confidence, CONNECTING with other remarkable Black women to gain insights from their experiences, and learning how to recognize and enhance reputational excellence through DEFENDING my achievements.

