

**THREE  
ZERO  
FIVE**

**ZURICH    NEW YORK**

[plus305](#) is a Social Impact & Creative Boutique in Zurich and New York.

plus305 exists to elevate the purpose of brands with meaningful creativity, culture building, and social sustainability.

To merge Social Change and Economic Success, we use Creative Brand Communication, CSR Consulting, Innovation, and Empathy. In our kitchen, we craft initiatives, communities, and cultures around a cause and humanize your business for growth & differentiation.

## **Create a future-proof company.**

We want to make sure you reach your target of making your company more crisis-resistant – be it placing more women & LGBTQIA+ people in C-suite roles, ensuring ROI for your sustainability activities, reaching brand differentiation, or creating efficient Employer Branding.

We create tailored social impact seminars, workshops, Unconferences, and speeches to keep you, your teams, and stakeholders up-to-date with current trends in Corporate Social Responsibility, Creativity, Innovation, and Sustainability. We will help you integrate purpose into the DNA of your business.

Languages: English, German, and Spanish

Location: on- and offline, TBD

Formats: customized, from 1-hour-sessions to multiple day trainings and Train-the-Trainer formats

**THREE  
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CHANGE**

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# Overview

## Trainings

### Culture & Diversity

- Integrating the SDGs into your organization.
- Cultural Intelligence Trainings.
- Unconscious Bias Training.
- All Gender Inclusion.
- Inclusive Leadership.
- Mindful (Self-) Leadership.
- Inclusive Hiring Strategies.
- Intercultural Conflict Resolution.

### Creativity & Innovation

- How to Build a Brand, not just a Business.
- Creativity for (social) Change.
- Design Thinking for Innovation.
- Intrapreneurship Bootcamp.

## Consulting

### Diversity, Equity & Inclusion (DEI)

- CSR, SDG, Sustainability, DEI Strategy.
- Purpose Branding.
- Value-based Communication.
- Culture Transformation.

**FOSTERING AN  
INCLUSIVE CULTURE  
IS A BUSINESS  
IMPERATIVE, NOT A  
TREND.  
(FORBES)**

# **Culture and Diversity & Inclusion**

# Building an inclusive culture requires a culture change.

Embracing Diversity & fostering Inclusion is not only the right thing to do, according to **Forbes**, it is also good for your business.

Companies in the top quartile for gender diversity outperform their competitors by 15% and those in the top quartile for ethnic diversity outperform their competitors by 35%. (**McKinsey Report**).

**McKinsey also points out:** it makes sense that a diverse and inclusive employee base – with a range of approaches and perspectives – would be more competitive in a globalized economy. DEI is also known to be a driver for innovation, **Harvard Business Review states.**

While many of us are aware of the benefits, we are still encountering challenges implementing an effective Diversity, Equity, and Inclusion (DEI) strategy and keeping intercultural conflicts low. So how can you effectively integrate DEI and **SDG 10** into your business? Which steps do you have to take and how can you measure progress?

**plus305** will help you initiate and implement the culture change that is needed for DEI to be embedded in your DNA and will help you communicate it. Our approach is rooted in **behavioral, cognitive, and intercultural communication science** as well as cultural learning. We also use Design Thinking and other innovative methods such as the Unconference format to share our knowledge in a powerful way.

#### A Successful Business Transformation.

Organizational change that targets behaviors and outcomes alone is not enough. Substantive business transformation begins with culture (mindset) and is complemented with systemic and structural changes (behavior). Our two-fold approach of **Systemic and Structural Transformation (SST)** for behavioral change combined with our **Culture and Mindset Change** approach through our workshops has proven to be most effective.

# **Behavior Shift**

# **Systemic and Structural Transformation (SST)**

# SST for Diversity, Equity & Inclusion (DEI).

Our 5-step process:

1. **DEI Risks & Opportunity Analysis:** culture and status quo analysis and if requested integration of Intercultural Competence Assessment Tools, incl. defining and measuring pre-change KPIs.
2. **DEI Strategy & Roadmap:** definition of customized Impact Value Chain. DEI strategy design & core business integration strategy that will also be the basis for the subsequent Marketing and Communication strategy, definition of KPIs, accountability & reward systems, timelines, stakeholder involvement, Mentor- and Sponsorship, Employee Resource Group Program Design, etc.
3. **DEI Stakeholder engagement** and activation within and without the company.
4. **DEI Marketing and Communication,** Communication and Employer Branding strategy and implementation.
5. **DEI Measurement:** post-change KPIs comparison with pre-change KPIs in line with Theory of Change principles for progress measurement.

*Be it for digitalization, sustainability, or DEI: a culture change will be necessary. Most organizations will need to transform their culture to become fully inclusive.*

Methods. Our process is based on the Theory of Change as well as other approaches such as Living Systems and Complexity Theory: we will design a customized Impact Value Chain and base our approach on the framework of cultural materialism by **Marvin Harris**.

**Harris**. Since, when we talk about culture change or organizational change, what we really mean is social change. And social change occurs on three levels: infrastructure, structure and superstructure.

Infrastructure refers to the fundamental economic activities. Think workflows, procedures, processes, manufacturing activities, incentives, content creation, etc..

Structure connotes how people are organized: reporting, policies, governance, organizational structure, associations & networks, etc.

Superstructure refers to norms, beliefs, ideologies, visions, and world views (what often gets relegated to the term “culture”)

In addition, we have integrated the findings of **Boyd and Richardson** who have identified frequency and prestige as key determinants of successful cultural transmissions.

Any significant change must attend to the inter-relationship between these three components. That is why we are recommending our two-fold approach which is addressing behaviors (infrastructure and Structure) and the mindset (Superstructure) simultaneously.

*“Culture beats strategy so much that culture is strategy.”*  
- Seth Godin

# **Mindset Shift**

# **Trainings, Speeches, etc.**

# Integrating the SDGs.

## **How to integrate the UN Sustainable Development Goals into your core business**

The SDGs are a great place to start your sustainability journey. What we are often seeing, however, is that companies try to address too many goals or do not have the necessary in-house background knowledge to bring about real change and Return of Investment. We combine our experience in brand communication with our Shared Value approach to show you which strategy makes sense for your business and how you can effectively integrate the chosen SDGs into your core business. We will also make sure that your SDG strategy is aligned with your communication strategy, culture, and Employer Branding.

*Sustainable development is the path to a future that will benefit us all -and business, too.*

# Support trainings for marginalized communities

Unfortunately, it's not realistic to assume that prejudice toward marginalized communities will be eliminated quickly and easily through workplace initiatives. Such changes take time. And although the main goal of employers should be to root out prejudice at a structural level through formal diversity policies and practices, it's also important to offer tools—such as mindfulness training and self-compassion training—for reducing the harmful outcomes that stigma creates in marginalized populations. plus305 compiles customized support trainings.

*Privilege is invisible to those who have it.*

# Cultural Intelligence Trainings.

Developing intercultural intelligence skills drives greater productivity, improves team performance, and provides a competitive advantage. But how can you communicate, negotiate, collaborate, resolve conflicts, and hire effectively across cultural boundaries? Learn about the differences and similarities between cultures and their different values, customs, beliefs, and concepts of time, hierarchies, and relationships in our culture-general trainings. How is culture and our identity created and what has shaped our thinking, values, and beliefs? We will look at neuroscience and brain science to understand the concept of culture and how it influences our every action. We are also offering culture-specific trainings where we focus on one or more specific cultures.

Culture may be defined by age, sexual identity or preference, disability, race, ethnicity, origin, religion or economic or other status.

*Every human is like all other humans,  
Some other humans, and no other human.*

# How to Unlock the Potential of Diversity and SDG 10

Sustainability is not only about the environment. Social sustainability is a major part of the UN Sustainable Development Goals. For social sustainability to happen, we have to integrate Diversity and Inclusion into our businesses and create an inclusive culture - but how exactly can we achieve this?

Inclusion and equity can be challenging because our brain makes us believe that we are safe with people who look like, think, and act like us. It also simplifies complexity to help us react fast in dangerous situations. This is how stereotypes, prejudices, or blind spots (unconscious biases) are created.

We all have them but most of us are not aware of them. This training will help you uncover your own blind spots and you'll learn how to counteract them for a more inclusive culture and decision-making. In this training, you will also dive into the language of inclusion so that you can apply it when talking to all of your different stakeholder groups, increasing trust and credibility.

**Facilitator:** this workshop will be held by Transcultural Impact Strategist  
Nadja-Timea Scherrer

*If you have a brain, you're biased.*

## Unconscious Bias Training.

# All Gender Inclusion.

## Across the Entire Gender Spectrum

While in some countries, women are still fighting for survival due to their gender, in others, they're continuing to fight for economic and political inclusion. Switzerland ranked only 18th in the [\*\*Global Gender Index\*\*](#) 2020 of the World Economic Forum, behind Rwanda which ranked 9th and Nicaragua which ranked 5th. What can we learn from these countries for our corporations and organizations? What are we still missing that is urgently needed for gender equity to happen?

In addition, gender & sexual orientation equity is not only concerning men and women: there is a wider spectrum affected: the entire LGBTQIA+ community. Some of them don't identify as either man nor woman. Let's learn about the different realities and needs of all these underrepresented groups and extend our awareness to all otherness. We will also share our latest insights and best practices on All Gender Inclusivity in the workplace and the biggest hurdles to reaching equity in the corporate world.

*It's 2021, and not one country can claim to have reached gender equity between men and women.*

# Inclusive Leadership.

Inclusive leaders are self-aware, empathic, curious, and courageous. They are able to build trust among and with diverse stakeholders. This change in leadership behavior is crucial in order for organizations to reach an inclusive culture. Without the support of the management, there is no success for business transformations. We prep your leaders so that they can pave the way to an inclusive culture, a sustainable business – in every sense of the word – and high-performance diverse workforce.

*“Inclusive Leadership is a destination, it is a journey that requires humility, curiosity, and courage.” - Thais Compoint, Author*

# Mindful (Self)-Leadership.

The current complex global environment is asking for new approaches to leadership. Only if you can lead yourself, can you lead others effectively. Mindfulness is a great tool to excel at (self-)leadership. You will learn easy-to-apply mindfulness hacks that you can use in your day-to-day and you will see how intention setting will help overcome your unconscious biases for a more inclusive culture. According to Harvard Medical School, these exercises, if done on a regular basis, bring more awareness but also help reduce stress and increase your health on many different levels.

**Facilitator:** This workshop will be held by Impact Strategist and Holistic Health Enthusiast Nadja-Timea Scherrer

Mindful Self-Leadership is one of our Inclusion Keys. Your leaders will become more conscious of their own cultural and social imprints and take more inclusive decisions through a mindfulness-based leadership approach towards themselves and others. We also use the concepts of **Fixed Mindset and Growth Mindset** to illustrate how everything starts in our minds.

**Neuroscientists have shown** that practicing mindfulness affects brain areas related to perception, body awareness, pain tolerance, emotion regulation, and sense of self – all these things are crucial to reduce our unconscious bias and increase our intercultural awareness and competence.

*“Self-Leadership is about awareness, tolerance, and not letting your own natural tendencies limit your potential.” - Scott Belsky, Entrepreneur & Investor*

# Intercultural Conflict Resolution.

We all interact with a multitude of cultural and social groups on a daily basis. But while businesses with diverse teams have been shown to outperform those with homogenous teams, diversity may also bring conflicts.

Why is this so? The increased exposure to diverse cultures and voices through globalization and the digital revolution has happened so fast that we are often ill-equipped to use the potential that this global culture change is bringing about.

Diversity is inextricably linked to culture. However, culture is much more than meets the eye. It often plays on an **entirely subconscious** level and goes far beyond national culture. But how well do we know our own cultural imprint? Are we aware of our limiting beliefs about ourselves and others? Intercultural conflicts not only affect performance but also employee satisfaction. We support you through challenging diversity situations to unlock its potential.

*“Strength lies in differences, not similarities.”*  
- Stephen R. Covey

# Inclusive Hiring Hacks.

Inclusion is a mindset that has to be anchored within the very core of your business from communication, to hiring practices, to your infrastructure, and the way you treat your clients. If you want to build an inclusive culture, you will need to adopt inclusive hiring strategies. Ideally, your employees and all other stakeholders will feel welcome, seen, and respected at every touchpoint of their experience with you. In this seminar, we will share inclusive hiring strategies with you that will make you interculturally fit to recognize your own unconscious biases and blind spots and attract the right diverse talent.

In order for inclusion to work, you will also have to implement guidelines and structures that will help change everyone's behavior towards an inclusive culture. It is a balance act to create an inclusive organization but there are some inclusion hacks that will set you up for success. This seminar is not only aimed at HR but also at middle management and the executive board.

*“Inclusive Hiring, Inclusive Leadership, and an Inclusive Culture cannot exist without one another.”*

*- Nadja Scherrer, plus305*

# **Creativity & Innovation**

## Your facilitator: Alberto Jaen, CEO and Creative Director at plus305

Alberto Jaen is a Creative Director from Madrid who lived in the US for over 10 years and has won 20+ international advertising awards. He worked for many of the big advertising agencies such as JWT, BBDO, or Leo Burnett and was a Jury Member at the New York Festival before building his own purpose-led company: the Creative Impact Boutique plus305 in Zurich and Miami, where he is now the CEO and Creative Director. He holds a B.A. in Advertising & PR and his pronouns are he/his. He is passionate about storytelling and humanizing brands through purpose and serves on the Board of Voices for Children Foundation as well as Casimiro Global Foundation.

He is a Co-Founder of the Zero Waste HULA App which won the Circular Economy Challenge of the UN in New York in 2020 and will be donated to those most in need, especially now during Covid.

In the last 19 years, he has worked for big brands around the world inspiring them to tell their story in an impactful way, among them for Apple in Silicon Valley where he worked as a Creative Director for Spain. He is looking forward to sharing his experience with all of you.



# How to build a Brand, not just a Logo.

Corporate Purpose Quest. Let's assemble a statement of corporate purpose that will guide all your actions. We will show you how to align it with the UN Sustainable Development Goals as well as your core business and make it meaningful to your company, stakeholders, and also your communication strategy. Millennials and Gen Z buy values, not products. They've indicated that they want a company's brand purpose to align with their values. This generation is putting their money where their hearts are. There's an important rule though: you have to walk the talk! We'll show you how to achieve ROI through strategic and authentic brand purpose design.

*“Brand Purpose is your Brand’s Superpower.”*

# Unlock Creativity for Social Change.

Learn how to innovate and add the most efficient creative skills to your toolbox. The greatest innovators aren't necessarily the people who have the most original ideas. Instead, it's often those who use their creativity to look at things from a different angle and communicate it the right way who end up being the most successful innovators.

We are often so caught-up in our everyday lives that we don't dedicate enough time to creative thinking. We can all be creative but we have to know how to access this wild force within us that takes us off the beaten track. Once it is unlocked, it is the best tool for problem-solving you can possibly have.

Dive deep into our multiple award-winning Creative Director [Alberto Jaen's](#) toolbox of creative thinking for innovation.  
Get your creative juices flowing to create differentiation and social impact in your industry.

*“When the whole world is silent, even one voice becomes powerful.”*  
- Malala Yousafzai

# Design Thinking for Innovation.

We help you cultivate creativity and Design Thinking across all of your departments and functions. This will increase innovation and customer-centric approaches within the company. This course will help you drive improvements and change as well as an innovative company culture. It will also help with team-building and employer branding. Because Design Thinking is all about cross-functional and interdisciplinary collaboration.

*“We cannot solve our problems with the same thinking we used  
when we created them.”*

*- Albert Einstein*

# Intrapreneurship Bootcamp.

Activate your employees' talents and creative juices through intrapreneurship: entrepreneurship within the company. Intrapreneurship can activate new business growth, be a great booster for employer branding, promotes innovation and is a great team building activity if it is done the right way. It will help you attract and retain your most entrepreneurial leaders and activate entrepreneurial thinking within your entire workforce. **Gallup Research** estimates that disengaged employees cost the company 34% of their salary in lost productivity. So let them get inspired again and solve an SDG-related issue pertaining to your business under our guidance. They will feel energized, activated, will form bonds across teams and functions and will feel that they have contributed something meaningful to humanity and the company.

*“Entrepreneurship is an attitude, not a department.”*  
- Dawn Elyzabeth

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# Scope of DEI Consulting

## We support you on your journey to build an inclusive culture based on trust

We can build the **business case** for diversity in general and LGBTQIA+ inclusion specifically and then help you do a self **assessment** of your current DEI (Diversity, Equity, Inclusion) **maturity level** or connect you to providers who will do a formal assessment and we would accompany the process.

On the basis of this status-quo analysis, we can **co-create the integration of the DEI strategy into your business core strategy**, align it with your communication strategy and create your **storytelling** around your DEI journey (very important for culture transformation) broken down into adequate **messaging (multi-level translation)**/activations for each target group using our linguistic and crosscultural knowledge and a collaborative approach with ALL of your stakeholders, keeping **employer branding** in mind for external and internal purposes.

**Goal: curate a mindset and behavior shift towards an inclusive culture based on trust** (more details see slides below), strengthen bottom-up connection, make DEI commitment visible, measurable & infuse it into the culture, create best practice approaches that can be adapted to other cultural environments across the organization and around the world.