

Building Inclusive Culture:

3-Year DEIJB Transformation From Resistance to Remarkable Results

91%
Member
Support

4,500
Global
Members

3
Years



THE CHALLENGE

Sisters in Crime, a 4,500-member international organization, faced significant challenges creating an inclusive environment despite their founding mission of advocacy and equity. Members from marginalized groups reported unchecked discrimination and exclusion, while organizational systems lacked infrastructure to address these issues effectively. Drastically varied levels of DEIJB understanding and value across global market.

THE SOLUTION

Revolutionary approach embedding DEIJB into core operations. Core Methodology:

- M.Ed. expertise + Growth Mindset + Data
- Integrate equity with core craft development
- Empathy building: "Learning Through Lived Experiences" Socratic style dialogue
- Restorative justice framework
- Adaptive strategy: Redirected approach when leadership assumptions didn't match member needs

1 Measurable Impact

- 91% member support for DEIJB work
- 85% feel included (measurable increase)
- 87% report feeling safe
- Comprehensive baseline + follow-up assessments with 550 members participating

2 Systems Built

- Required DEIJB training for leadership
- 17+ hours bespoke learning ecosystem
- Formal reporting & support systems
- Replicable frameworks that last beyond consultancy
- Conference Inclusivity Resource adopted externally

3 Business Impact

- **Recruitment Advantage:** New members cite diversity programming as a factor in joining SinC
- **Thought Leadership:** Positioning SinC as industry pioneer
- **Risk Mitigation:** Early intervention systems disrupt problems & encourage accountability
- **Sustainability:** Systems that support lasting, strategic, and scaffolded change



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