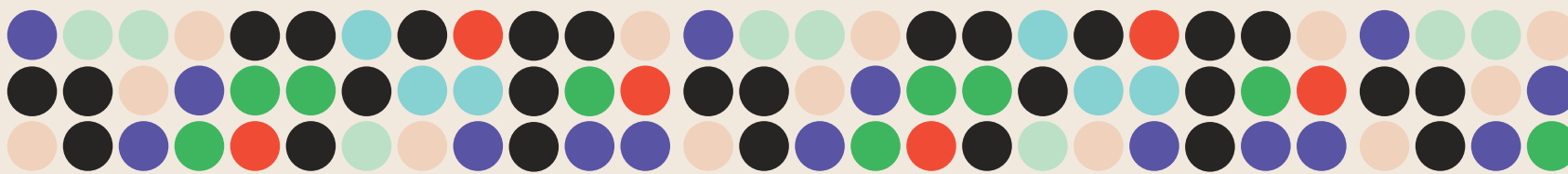


HAVE
HER
BACK



HAVE HER BACK

A women-owned culture consultancy

WE WORK WITH BRAVE
COMPANIES TO TACKLE
EQUITY FOR ALL,
DIFFERENTLY &
AUTHENTICALLY

Have Her Back takes companies **from good intentions to intentional action**, inside and out. This includes work on internal cultural change and the way companies and brands go to market externally.



HHB PUBLISHED RESEARCH & METHODOLOGY

Through proprietary research and methodology, Have Her Back continually conducts studies on diversity, gender equity and workplace culture to help their clients **stop doing what's not working, prioritize what will, focus on fewer, authentic actions and execute bold ideas designed for maximum impact.**

"70% OF
RESPONDENTS SAID
PROVIDING EQUAL
OPPORTUNITIES AND
EQUAL PAY WERE
"EXTREMELY
IMPORTANT" ISSUES
FOR COMPANIES TO
SOLVE, COMPARED
TO ONLY 49% WHO
SAID "COMBATTING
CLIMATE CHANGE"
WAS EQUALLY
IMPORTANT."

Forbes

"88% OF
RESPONDENTS SAID
COMPANIES THAT
SUPPORTED & CARED
FOR THEIR
EMPLOYEES DURING
THIS TIME WILL BE
THE PREFERRED
EMPLOYERS IN
THE FUTURE."

FAST COMPANY

"35% OF MEN
THOUGHT THEIR
COMPANY'S
RESPONSE TO THE
CRISIS WAS
"EXCELLENT," WHILE
JUST 24% OF WOMEN
APPLIED THE SAME
PRAISE. 51% OF DADS
RATED THEIR
RESOURCES
EXCELLENT; JUST 18%
OF MOMS SAID THE
SAME."

Entrepreneur

THE ARC OF AUTHENTICITY™

ARC OF AUTHENTICITY™

HHB's proprietary Arc of Authenticity™ research and methodology tools, measure what you **say** about the importance of equity for all against what you **do** to advance it, inside and out.

Establishing a baseline of where you are today, the Arc of Authenticity score is designed from the start to measurably show progress and impact over time. Following our Arc of Authenticity discovery work, HHB creates a go-forward, integrated plan of action that makes diversity and inclusion a critical - and shared - part of the infrastructure throughout an organization's culture.



ADDITIONAL HHB PRODUCTS & OFFERINGS

THE SAVE™

Gather and assess the "S" of a company's ESG strategy with HHB's Social Articulation Via Evaluation (SAVE)™. HHB's analysis then helps companies to articulate their social story and its positive impact for stakeholders and shareholders.

STRATEGIC COUNSEL

Provide outside-in perspective, counsel and identification of blind spots and areas of vulnerability and opportunity, all through the lens of diversity and equity for all.

PARTNERSHIP VETTING

Perform secondary research risk analysis of potential or existing partners and vendors to assure they are authentically committed to advancing equity for all - and positively reflecting your brand through association.

RISK ASSESSMENT

Assess internal & external actions to identify areas of vulnerability, all through the lens of diversity, inclusion & belonging. We then develop proactive strategic actions to mitigate negative impact to your brand's equity.

CREATIVE REVIEW

Review creative assets to ensure BIPOC and female POVs are represented and heard amongst the teams developing the ideas, the messaging, output and strategy of a campaign or product.

FOUNDING PARTNERS

PAMELA CULPEPPER



- Culture, Talent & HR Leader
- Former Chief Global Diversity Officer, Chief People Officer & CHRO
- Mom to twenty-something son

CAROLINE DETTMAN



- Creative & Award-Winning Campaign Innovator
- Former Global Chief Creative Officer
- Mom of three teenage boys

ERIN GALLAGHER



- Marketing, Communications, Branding & Growth Expert
- Former Global Executive Director of Marketing
- Mom of two boys under four