

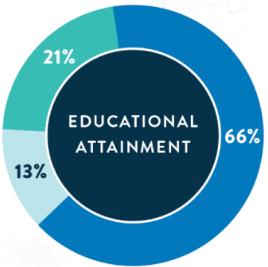
CARA PLUS | INCLUSION ACTION LAB
TALENT SOLUTIONS FOR INCLUSIVE AND THRIVING BUSINESSES



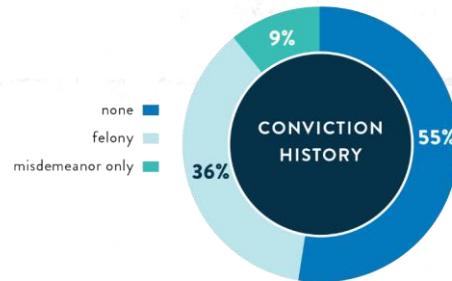
WHO WE ARE

Cara Collective is a leading Chicago-based organization, that has moved overlooked talent into ~12,500 jobs at 70% same-firm, one-year retention rates – 20 points higher than the national average.

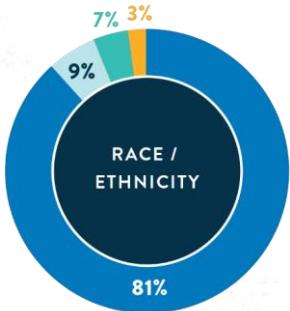
Our job seekers have often fallen into misfortune, misstep, or injustice, which has made it difficult for them to find work.



high school
GED
less than 12th grade



none
felony
misdemeanor only



Black/African-American
White
Hispanic
other

Meanwhile, 70+ employment partners trust us to find talent in commercial cleaning, financial services, healthcare, hospitality, food service, professional services, and more.



Building Value



JPMORGAN CHASE & CO.



Cara Plus is a team within Cara Collective that helps companies shift how they hire, cultivate, and grow overlooked talent, based on insights from Cara Collective's job seekers and employer partners.

INTRODUCING THE INCLUSION ACTION LAB

The Inclusion Action Lab, powered by Cara Plus, is an exclusive, five-month cohort that helps business leaders strengthen **who they hire and how they retain talent**, leading to more diverse workplaces, better business results, and stronger communities.

Through the Inclusion Action Lab, companies will be equipped to:



Expand their talent pipelines...

by discovering how they can better define and market open roles to attract a wider talent pool



Hire more inclusively...

by reducing barriers for qualified candidates and assessing transferable skills



Reduce turnover...

by strengthening onboarding and manager relationships to better support employee success



Promote talent mobility...

by developing a culture where employees can thrive and grow



WHAT YOU'LL EXPERIENCE

By tapping into Cara Collective's **experience with 8,000+ job seekers and 100+ companies**, the Inclusion Action Lab takes a three-step process to help companies adopt more inclusive practices, customized to their business needs.

- 1 *Cultivate Inclusive Talent Strategies:*** Get inspired by actionable, job seeker-informed recruitment and retention practices and **workshop inclusive strategies** with your team.

- 2 *Launch an Inclusive Practice Pilot:*** Drill down on the talent practices that align with the metrics that matter to your company and **design a pilot** to activate them.

- 3 *Join an Inclusive Employment Network:*** Deploy your pilot and stay connected with other companies for ongoing peer learning, support, and accountability to sustainably grow your impact.



WHAT YOU'LL LEARN

To ensure that teams have the tools to be successful, the Inclusion Action Lab takes a holistic approach to inclusive hiring, focusing on all four stages of the talent lifecycle: sourcing, hiring, retention, and advancement.

LEARNING MODULES

SOURCING & HIRING

Module 1: Creating the Right Opportunity – Job Opening

- + Evaluate essential job requirements for entry-level roles
- + Craft job descriptions that are inclusive and inviting to diverse candidates

Module 2: Reaching the Right People – Recruitment

- + Source and attract broader talent pipelines
- + Consider the application process from the job seeker's perspective and find ways to support their improved access and experience

Module 3: Using the Right Criteria – Hiring

- + Generate awareness of implicit bias in the candidate selection process
- + Use competencies and transferable skills to find the right talent for the right roles

RETENTION & ADVANCEMENT

Module 4: Setting Employees Up for Success – Onboarding & Support

- + Examine job quality for entry-level roles
- + Develop an onboarding process that sets employees up for ongoing success

Module 5: Setting Managers Up for Success – Manager Training, Incentives, and Support

- + Learn strategies to reduce turnover among frontline staff
- + Create training and incentives for managers to support talent pools that face external barriers

Module 6: Setting Organizations Up for Success – Organizational Culture and Mobility

- + Understand approaches to create a culture of belonging
- + Highlight opportunities for individuals in frontline roles to advance inside your firm

OUR CLIENTS

Our clients come from diverse array of industries including financial services, healthcare, professional services, staffing, and more.



"Cara Plus Inclusive Employment Institute has been an exceptional partner in assisting our firm in validating best practices that we already have in place as well as areas that would benefit from additional attention and focus. It has been one of the most applicable and valuable training and idea-sharing sessions that I have attended in many years. I look forward to future ongoing collaboration with Cara and the professionals that we've met through the program."*

– Monica Couillard, US Head of Talent Acquisition, Aon

The Cara Plus Inclusive Employment Institute was one of the most remarkable programs I have been a part of as a leader in my organization and throughout my career. The way that we dug into granular topics around barriers to employment all the way to large scale conversations around culture, best practices, decision maker buy in, truly have helped me take away tangible actions I can take back to my organization and implement immediately.

– Cordelia Seidel, Regional Director of Recruiting, Medix

*Inclusive Employment Institute was our initial offering, upon which the Inclusion Action Lab is based

OUR IMPACT

AS A RESULT OF THE INCLUSION ACTION LAB:

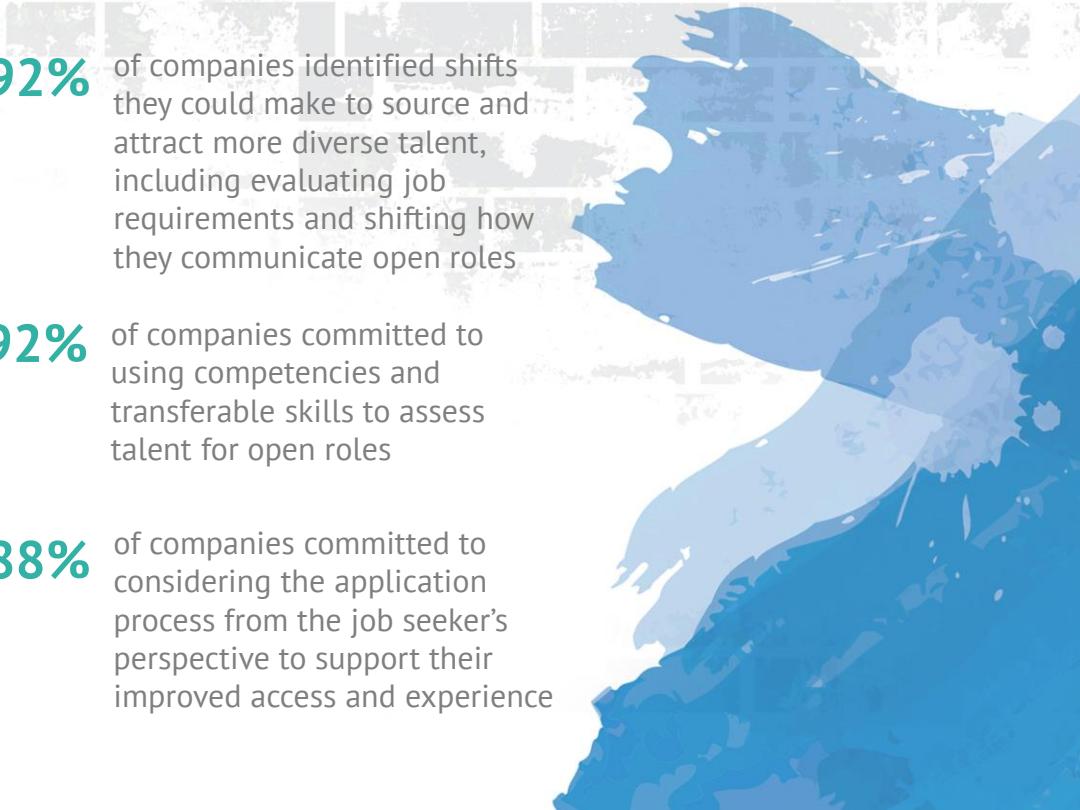
- + A firm with 200 locations worldwide is **hiring 100+ more people annually** based on shifts they made to job requirements
- + A global professional services firm **shifted how it recruits** for its apprenticeship program, which it is scaling to 10,000 jobs nationwide
- + A Fortune 200 technology company committed to ensuring that its background policy does not go back more than seven years, **broadening opportunities for second-chance hires**

ADDITIONALLY:

92% of companies identified shifts they could make to source and attract more diverse talent, including evaluating job requirements and shifting how they communicate open roles

92% of companies committed to using competencies and transferable skills to assess talent for open roles

88% of companies committed to considering the application process from the job seeker's perspective to support their improved access and experience



HOW IT WORKS

This five-month cohort is designed for c-suite executives, senior leaders, HR decision-makers, and those with the passion and interest to influence inclusive hiring practices in their teams or organizations.

Eligibility

- + The Inclusion Action Lab is designed for companies that have identified opportunities or pain points in their hiring or retention practices, and are ready to move to action.
- + Companies should select 2-4 team members to represent their firms, including but not limited to c-suite executives, business unit leaders, heads of HR, DEI champions, and talent acquisition specialists. To maximize the experience, we require at least one decision-maker who has the ability to impact practices at a team level.

Commitment

- + Ability to meet one half day per month January – June (all sessions required)
- + \$4,995 per company
- + Key Dates:
 - Registration Deadline: Friday, January 7
 - Launch: Friday, January 28
 - Closing Session: Friday, June 24



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