



BREW Leadership Activation Statement

What is it: The BREW Leadership Activation Statement is a sentence or brief paragraph that emphasizes why you/your organization signed the BREW Pledge and why the leadership team believes it's important to create an environment where women can thrive.

How to craft a statement: It doesn't take a lot of time, but it does take a lot of thought to develop an authentic leadership statement. If you have a Mission, Vision or Values Statement(s) for your organization, you should stay true to it/them when you are crafting your BREW Leadership Activation Statement. If you don't have any of these Statements, it's not necessary to develop it/them to effectively write a BREW Leadership Activation Statement. In either case, start with convening as a Leadership team and addressing the following questions as thought starters. By answering them in a way that is authentic to your organization, you are well on your way to writing your first BREW Leadership Activation Statement.

- ❖ Why is BREW and its Pledge important?
- ❖ What quantitative impacts do we think this will ultimately deliver to our business?
- ❖ What does success look like?
- ❖ In a year from now when we review our accomplishments, what will we be proud of? What will we be talking about?
- ❖ Where in our Mission Statement (if you have a defined Mission Statement) does the BREW Pledge play a role?
- ❖ How will the BREW Pledge drive change in our organization?

What does the Statement look like: Your final BREW Leadership Activation Statement should reflect your leadership team's thoughts regarding the questions listed above. It should be simple, memorable and easily repeatable. The goal is that not only your leadership team, but also the rest of your organization will become conversant in the statement and what it means. Below are some sample statements to help guide what effective statements look like...

- ❖ To facilitate a <company> culture where women are respected, valued & celebrated by implementing thoughtful, practical & innovative strategies that support our employees <women> & serve the community in which we reside.
- ❖ To further advance our efforts to cultivate an environment where we value and leverage the diversity of our workforce and ensure everyone can reach their highest potential.

BREW

BUILDING RELATIONSHIPS & EMPOWERING WOMEN

- ❖ Our mission is to build a sense of community that yields inspiration, motivation and professional development/advancement for women at all levels of the organization.
- ❖ Our goal is to provide a voice and perspective within <the company> that does not exist today; reducing bias and barriers that impact employees' opportunities for advancement, while driving awareness around the importance of gender diversity.
- ❖ Our mission is to connect with, attract, and support our women within the <company>. We are committed to enhance their professional development, empower our women to be leaders, and drive impactful change within the company.
- ❖ <Company> fosters an environment and advances equality for women. We reflect these values with our employees, customers, vendors and distributor partners. We advocate for women through inclusive policies and practices; education and engagement activities internally and externally.
- ❖ Our <company> aims to provide development opportunities and a network for early women while encouraging enthusiasm for our brands

These statements are provided as examples only. We cannot emphasize strongly enough that your statement must be unique and authentic to your organization.