



What problems can The Way Back help your organization solve...and what opportunities can it create?

The Way Back is a shared practice that cultivates meaningful connection in your organization.



Bring Your Values to Life

How do you get employees to relate to company initiatives and values personally and professionally?

Send them in an email? Explain them in a company-wide meeting? Ah, the dilemma.

The Way Back provides customization options to bring your values to life by incorporating them in the weekly content. This provides an organic way for employees to discuss how the company mission, goals, and values relate to them personally and professionally.



Promote Diversity and Inclusion

One of the main motivators for employees is feeling included. How does your organization ensure this is happening?

The Way Back helps employees find their authentic voice in the organization by being seen and heard for who they truly are. One of the greatest testimonials we've ever received was during a Way Back gathering that our founder, Patti Bryant, participated in. At the end of the gathering, a member mentioned how the sheer diversity of cultural backgrounds, age, career levels, and roles had shed such a tremendous light on the topic for her. She ended with, "I wish the whole world could be like our gathering this morning."

By embracing diversity and the variety of perspectives that come with it, employees can truly see each other and feel like they are in a safe space to be themselves and produce their best work.



Create a Sense of Community and Belonging (especially in our current virtual environment)

With a lot of companies thrust into a virtual work-mode, many employees are feeling isolated, burned out and disconnected from the organization. How is your organization solving for this?

- *The Way Back* helps employees move beneath the surface to genuinely connect with those around them and be seen for who they truly are. As colleagues get to know each other better, they **feel more respected**, a **sense of comradery**, and **increased trust**. All these things help **reduce workplace conflict**, **improve attrition rates**, and **increase job satisfaction**.
- It also **helps managers connect with their teams**.
- **95%** of people surveyed agreed attending helps them feel more ready to take on the day.

Learn more at TheWayBackMovement.com



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Improve Communication, Collaboration, and Productivity

How does *The Way Back* improve ROI on your most expensive and valuable investment, your people?

- It helps colleagues move beneath the surface to understand each other better and feel more connected, which leads to improved communication, more openness of critical feedback, and increased collaboration and productivity.
- 95% of people surveyed agreed attending helps connect them to other departments and creates a sense of belonging in the organization.

What does this look like?

In many organizations, the left-hand doesn't know what the right hand is doing. For example, Dave in IT may be working on a software project that requires training to be developed, but he's not yet made the training team aware of the project. When Dave attends *The Way Back* gathering, he meets Amy, who works in the training department. And, he doesn't just meet Amy, he gets to know her beyond a surface-level. Now he has a place to start the conversation to develop training for his new software project. *The Way Back* improves interdepartmental connections by providing a safe space for colleagues in various departments to connect with each other more deeply (or even at all!). It allows for rich conversation that can transform the work environment.



Grow Future Leaders

Whether an employee is an individual contributor, tech lead, manager, etc., the conversations they will participate in *The Way Back* will help them grow in their role.

Far too many individual contributors are being promoted because they're great at what they do without any preparation for leading people. The facilitator role in *The Way Back* is key here. **Facilitating emotions is a people skill that people leaders need.** By facilitating *The Way Back*, the next line of people managers can practice helping others to be seen and heard for who they truly are, which helps lead to safer environment and more powerful organization. **Making *The Way Back* part of your leadership pipeline will help your organization identify and develop future leaders.**



Integrate New Hires and Changing Roles

The Way Back provides a space for new hires to instantly gain connection with people inside and outside of their own department.

What does this look like?

Today is Marcel's first day at your organization. She is a Marketing Rep who will work with many departments. How will she begin to meet people in other departments? She may decide to go through the employee database and setup some time to speak with a few people. Or, someone may introduce her to various people, saying things like, "This is Bob. He can help you with reports." or "This is Mario, he can help you with your IT needs." But, do either of these scenarios actually create connection?

When Marcel attends *The Way Back* gathering, she hears from Bob in Finance and not only learns what he does, but also his perspective on the day's spark. She realizes she is in a safe space. This is an organization where she feels seen and heard for who she truly is.