



# JEDI Case Competition

April 2023



HERA  
CONSULTING

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←

# Our team

→

■  
**Taylor Brainard**



She/her/hers  
Marketing &  
Management

■  
**Isha Agarwal**



She/her/hers  
CIS & Management

■  
**Alice Larm**



She/her/hers  
HR & Management

■  
**Hannah Mismas**



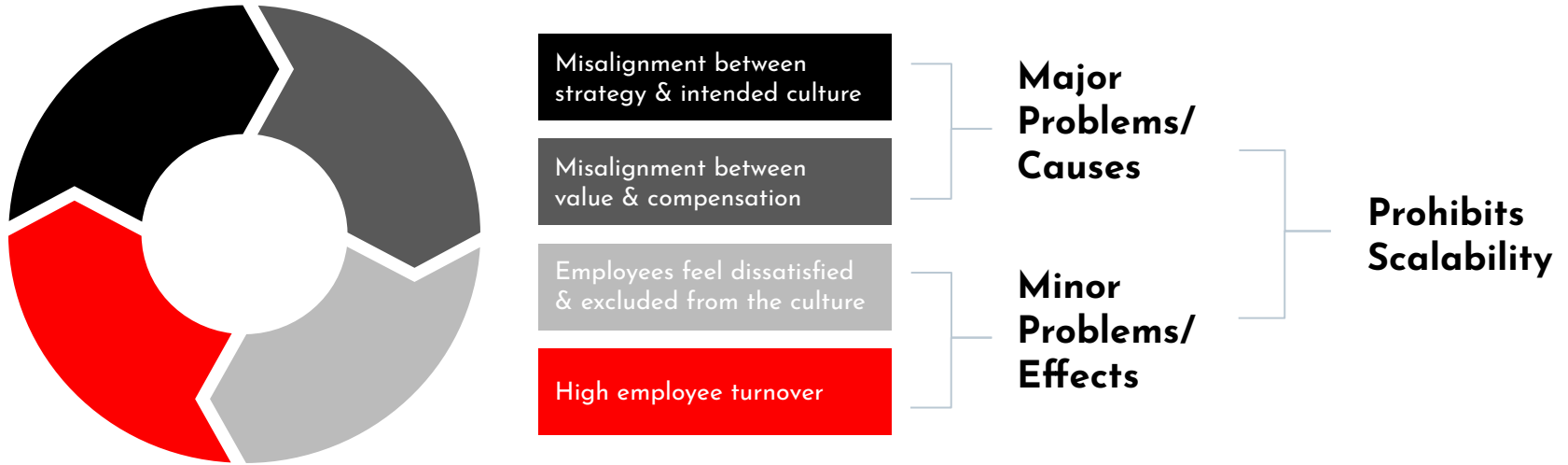
She/her/hers  
Art & Marketing



# How can Parivar

effectively incorporate its foundation of "family"  
in a manner that is **scalable** and conducive to  
**attracting** and **retaining** top talent?

# Major and Minor Problems



# Current Solution: People Support



## Scalability

Stand alone solution  
- not a process that  
will scale up and out



## Change

There is no structure  
or process to ensure  
that change is  
enacted

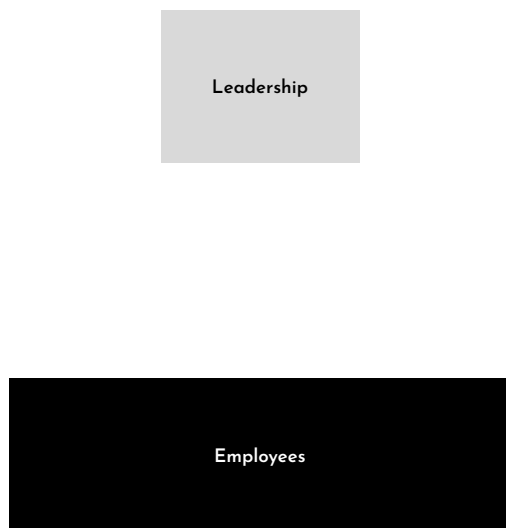


## Feedback

Feedback is not  
anonymised -  
contributes to  
inauthentic and  
inaccurate feedback

# Proposed Solution: Alignment Program

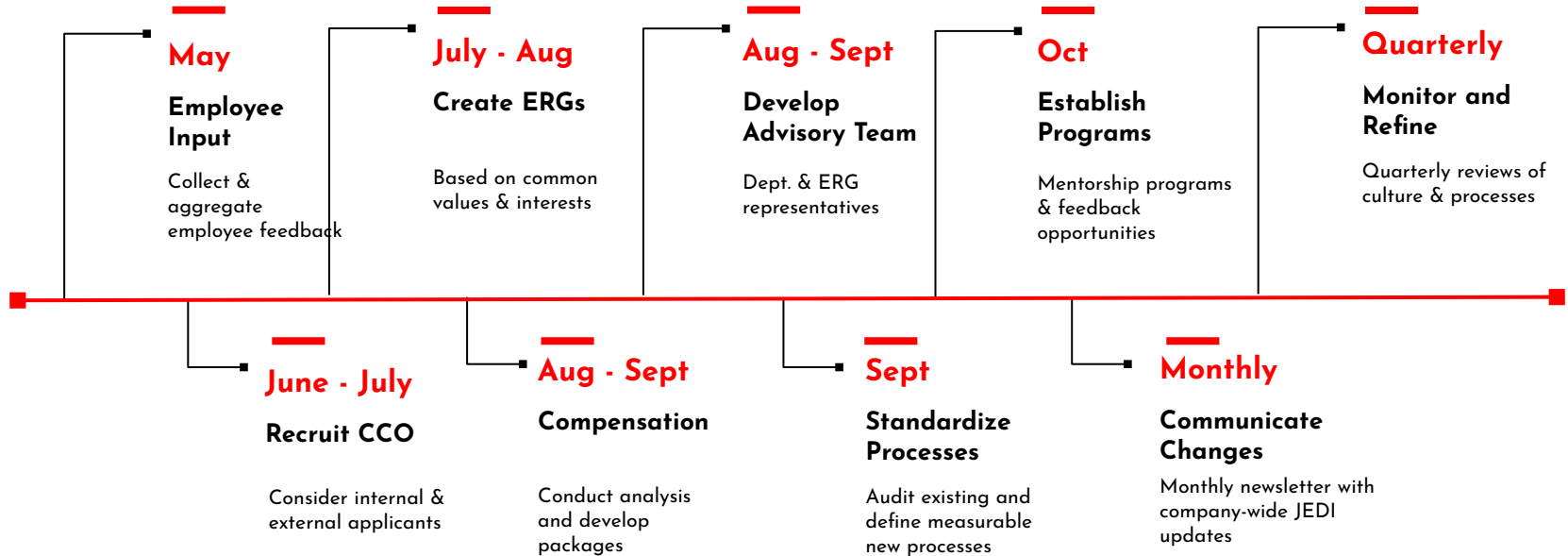
## Current Structure



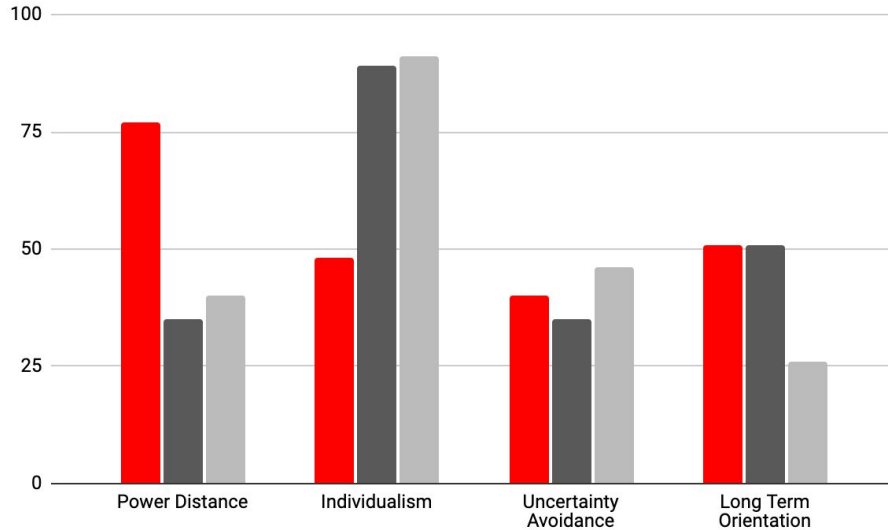
## Alignment Program Structure



# Alignment Program Implementation Plan



# Scalability of Alignment Program



Culture Map Across India, U.K., and U.S.A.

■ India

■ U.K.

■ U.S.A.

■ Conduct Cultural Analysis

■ Cultural director reports to CCO in each location

■ Location specific JEDI training

■ Develop local teams & encourage cultural exchange



# Success of Alignment Program

	Meets JEDI Objective	Supports Business Success
<b>Justice</b>	Fair compensation	Reduce costly turnover
<b>Diversity</b>	Program is flexible to adapt to diverse cultural needs	Diverse teams are better problem solvers
<b>Equity</b>	Bottom-up communication structure uplifts all voices	Considering all perspectives allows us to serve a broader market
<b>Inclusion</b>	Employee programs create a sense of community for all	Authentic feedback makes us better, connected employees are more loyal

Costs 2M / yr

Save 3M+ / yr  
on turnover



**ROI**

\*Detailed cost analysis on printed  
handout

# Personal Experiences

Working in a culture-driven environment.



**Taylor**

Knowledge of Indian culture and values.



**Isha**

People-focused approach and passion for DEI.



**Alice**

Understanding the importance of diverse perspectives



**Hannah**



**“Customers will never  
love a company until  
the employees love it  
first”**

**Simon Sinek**

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# Thank You



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