

Kindness in the workplace



# kind<sup>®</sup> Business

An Employee-focused Program Designed to Inspire:

- RESPECT • RESPONSIBILITY
- ACCOUNTABILITY • KINDNESS

*An upbeat, interactive, and memorable program combining entertainment and motivation presented by **THE BE KIND CREW™!***



*Practical application of incorporating kindness in the workplace, customized for your company.*



*Opportunities to help and give back to the community.*



*Recognition as a BE KIND Business*





Building a culture of  
**respectful, responsible,  
healthy, and caring**  
employees,  
citizens, and leaders.

### BE KIND Business will deliver pro-active and positive tools and solutions to:



#### IMPACT

- Create a culture of kindness in the internal and customer-facing business
- Establish a common code of internal and external communication standards
- Reinforce and provide tools for physical, emotional, and mental wellness
- Motivate self-awareness, self-expression, and accountability
- Introduce fundamental skills that can be used at work, at home, and in the community
- Included sponsorship of one Elementary School for year one BE KIND School programming



#### DELIVERY APPROACH

- An interactive, high energy, and engaging presentation by THE BE KIND CREW®
- Featuring professional dancers, artists, and speakers in a format designed to inspire, educate, and motivate action
- Application of the skills of The Be Kind Pledge to workplace situations
- Evidence-based, proprietary techniques, honoring visual, audio, and kinesthetic learning
- Culturally relevant without political theory bias. Demonstrating civility, empathy, and respect for others
- BE KIND Business classes - up to 100 employees & leaders per session
- Interactive group discussions about organization objectives and challenges
- Development of plan to implement a BE KIND Culture in the organization
- Four-hour sessions led by professional leaders and teachers
- Pre & Post surveys to assess business climate – 30, 60, 120 day & annual engagement
- Ranking on the BE KIND National Business Kindness Meter



#### ONGOING ENGAGEMENT

- A BE KIND Buddy Bench at business location – sponsorship opportunities available
- Branded materials for each employee and BE KIND Pledge poster for each department
- Co-branded retractable lobby banner designating a 'BE KIND Business'
- Pay-it-forward projects (up to 4) customized for internal implementation
- Civic engagement projects (up to 4) presented for external outreach
- Each employee signed up for The BE KIND Wellness Wednesday weekly newsletter
- Tips for physical and nutritional health (including recipes)
- Information for mental and emotional wellness
- Employee/Organization featured on one weekly edition (national exposure)
- Digital assets 'A BE KIND Business' for use on website, social, communication for 1 year

**For more information, please contact:**  
**JC.Thompson@BKPP.org**





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