



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

### IMPACT:

**The BE KIND Business Designation** will deliver proactive and positive tools and solutions to:

- Enhance the overall business climate
- Present application of the basic skills of civility, respect, and kindness
- Reinforce and provide tools for physical, emotional, and mental wellness
- Motivate self-awareness, self-expression, and accountability
- Establish a common code of communication standards
- Create a personalized BE KIND Culture in the business operation
- Build the foundation for strong interpersonal and cross-functional relationship skills that can be used by individuals at work, at home, and in the community.

### INCLUSIONS:



#### **The BE KIND CREW® Experience**

- An interactive, high-energy, and engaging presentation by THE BE KIND CREW®
- Relevant to current issues, without any political or theory bias
- Stresses civility, empathy, and respect for others
- Delivered by professional dancers, artists, and speakers in an hour-long format designed to inspire, educate, and motivate action



#### **The BE KIND at Work Leadership Workshop**

- Interactive group discussion about specific organization objectives and/or challenges
- Design plan to cross-functionally implement The BE KIND Culture in the business
- 4-hour workshop taught by professional leaders and teachers
- For an audience up to 50 business employees/leaders



#### **The BE KIND School Sponsorship**

- LIVE assembly performance by THE BE KIND CREW®
- One year access to The BE KIND Academy online resources
- Membership to the National BE KIND Youth Advisory Board
- Official Designation as a BE KIND School.



#### **Collateral and Communications**

- Be Kind Pledge posters for business workspaces and locations – cobranded
- Retractable banner, indicating 'A BE KIND Business' designation
- Access to The BE KIND Wellness Wednesday weekly newsletter for all employees – tips for physical, nutritional, and emotional health
- Participation in The National BE KIND Leadership Board by a designated employee
- National exposure for your kindness efforts, including ranking on The BE KIND National Kindness Meter
- Digital assets for use on the business website, social media, hiring, and communication for a period of 1 year