

HINTON & COMPANY

# Hinton and Company: Onboarding Deck



# Our Work



Hinton & Company is a **consulting and advisory firm helping organizations create impact through inclusive leadership**. Our team of experienced professionals helps clients of all sizes embed inclusive leadership practices into their culture.



We help leaders at organizations who want to make progress but feel stuck. Perhaps they're ready to take the next step but need to know where they are or need to equip their leaders with the tools to be more inclusive. In either case, we can help.



# Our Why

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**Leaders and stakeholders expect more from organizations.** It is not enough to simply commit to improving diversity and inclusion.



**Organizations often lack a plan or resources to advance.** They feel stuck as they embark on their inclusion journey or uncertain along the way.



# Our Approach

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We start with an in-depth understanding of an organization's culture and operations.



From there, we work with the organization to develop an action plan with clear, transparent metrics outlining where to go, how to get there efficiently, and how to sustain change.



# Our Values

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## Flexible

- We know things may change as we work with you. We can make the necessary adjustments without losing sight of the goal.

## Innovative

- We take pride in staying aware of cutting-edge best practices yet put into practice what works best for you.

## Simplicity

- We know how easy it is for organizations to get stuck on their DEI journey. We pride ourselves on simplifying the complicated, making it more practical, and making it more measurable.



# Our Team

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**Wade Hinton** // Founder and CEO // [wade@hintonandco.com](mailto:wade@hintonandco.com)

Our founder is **Wade Hinton**, an award-winning chief diversity officer, attorney, and business leader. DiversityFirst named Mr. Hinton one of its Top 100 Diversity Officers. Wade has been recognized for his leadership by the Network Journal, the National Bar Association, the Tennessee Bar Foundation, and a host of others. He is a Presidential Leadership Scholar and a German Marshall Fellow. He served as a Chief Inclusion and Diversity Officer, the City Attorney for his hometown of Chattanooga, Tennessee, and local lead counsel for Volkswagen Chattanooga.



**Mea Brown** // Client Development // [mea@hintonandco.com](mailto:mea@hintonandco.com)

**Mea Brown** possesses an impressive resume as a business executive who has helped small businesses, non-profits, and entrepreneurs achieve their goals through strategic problem-solving, business development, marketing, and smart system creation. Her background in both business and nonprofit sectors has allowed her to form a team of professionals who are passionate about helping others succeed. Mea has worked as Director of Sales and Marketing for a AAA 4 Diamond Resort and has been a speaker at numerous conferences.



# Our Team

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**Melanie Silva** // Chief Operating Officer // [melanie@hintonandco.com](mailto:melanie@hintonandco.com)

Our Chief of Staff is **Melanie Silva**. Powered with an MBA she enjoys talking business and learning new things. She holds a second title as the CEO of dishes and laundry at home with her wife, Ashley. The creative arts refuel her and fostering social justice ignites her. With 10 years under her belt facilitating the [UNFoundation](#), a grassroots giving circle, she's also on the board of a cat nonprofit called [The Alice Fund](#) and usually serving on various grant panels or building technology stacks for small nonprofits. When not working or volunteering she's either adventuring outside locally with Otter and Juniper, her rescue pups, or traveling to find new cultural and natural experiences around the world.



**Drei Amigable** // Executive Assistant // [team@hintonandco.com](mailto:team@hintonandco.com)

All things scheduling, research, and logistics are in the wheelhouse of Drei. Working remote from the Philippines, Drei is available part-time to assist with all things Hinton from 9-1 EST.

# Our Partners

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**Bethany Fraser**  
Marketing + Biz Dev  
[bethany@twenty1mediagroup.com](mailto:bethany@twenty1mediagroup.com)



**Karlene Claridy**  
Marketing and PR  
[karlene@claridycommunications.com](mailto:karlene@claridycommunications.com)



**Kerry Hayes**  
Marketing and PR  
[kerry@coeonow.com](mailto:kerry@coeonow.com)



**Llisa Prater**  
Junior Consultant  
[llisa.prater@gmail.com](mailto:llisa.prater@gmail.com)



# Our Offerings

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## Fractional CDO Services

- Designed for medium-sized to large organizations, our Chief Diversity Officer subscription provides a range of services, from performing assessments to strategic planning.



## Strategic Workshops

- Working with organizations of all sizes early in their inclusion journey, we offer engaging design sessions to help leadership teams lay essential strategic groundwork.



## Planning + Implementation Services

- We help organizations of all sizes deliver programs and initiatives by providing their teams with additional capacity needed to meet strategic and tactical demands.



## Keynote Sessions

- We offer a keynote series on leadership and DEI in action – designed to motivate and engage organizations at any point in their inclusion journey.

# Fractional CDO Services



Our Fractional CDO Services include the following and more



Organizational Assessment



Strategic Plan



Policy & Procedures Update



Supplier Diversity Program



Communications Support



Leadership Development & Workforce Training Consulting

# Planning & Implementation Services



Our Planning & Implementation Service includes the following and more



ERG & DEI Council  
Governance and Support



Recruiting & Retention  
Planning



General Consulting



ESG Program Support



DEI-Related Policy Updates



External Partnership &  
Community Strategy



# Strategic Workshops



Our Leadership Development & Workshops includes the following and more



## Leadership Assessments

- DISC
- Enneagram
- Instinctive Drives



## Inclusion in Action Workshops

- Just Get Started Primer
- Consciously Inclusive Leadership
- Inclusive Communications



## Leadership Development Courses

- ERG/BRG & Inclusion Council Leadership
- Nonprofit board member development for employees

# Keynote Sessions



## Ready to Lead

Practical Steps for  
Radical Inclusion



## DEI in Action

No More Business  
As Usual



## Leadership Matters

The Role of Business  
Beyond the Four Walls

# Communication Rules of Engagement

To support varying communication preferences for team members, Hinton & Company embraces the following guidelines for interaction.

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- **M-F business hours (8-5 EST):** Utilize Slack for instant messaging or email for all other communication. We're all likely at our desks. Let's assume we are and communicate accordingly.
- **After Hours and Weekends:** Work life balance is ideal. [Schedule send Slack messages](#) to deliver during business hours or send an email anytime.
- **When traveling or at an event:** Personal cell texting or calling is likely needed and should be expected from those traveling. All other times, please Slack a message asking for consent to call.







# Our Technology

# Project Management



Asana is a web and mobile work management platform designed to help teams organize, track, and manage their work.

Learn more about Asana with a few online courses [here](#).

The screenshot displays the Asana interface for a team named "Hinton General". On the left is a dark sidebar with the Asana logo and navigation options: Home, My Tasks, Inbox, Reporting, Portfolios, Goals, Teams, and a list of projects including "General & Misc. Ta...", "Misc. and Worksh...", "Public Speaking, P...", "Marketing and PR", and "Systems & Processes". The main content area shows the "Hinton General" team page with tabs for Overview, Messages, and Calendar. It includes an "About us" section with a placeholder for a team description, a "Members (5)" section listing Wade Hinton, Mea Brown, Melanie Silva, and Travis Lytle Jr., and a "Projects" section with a "New Project" button and two existing projects: "General & Misc. Tasks" and "Misc. and Workshop Clients", both marked as private.

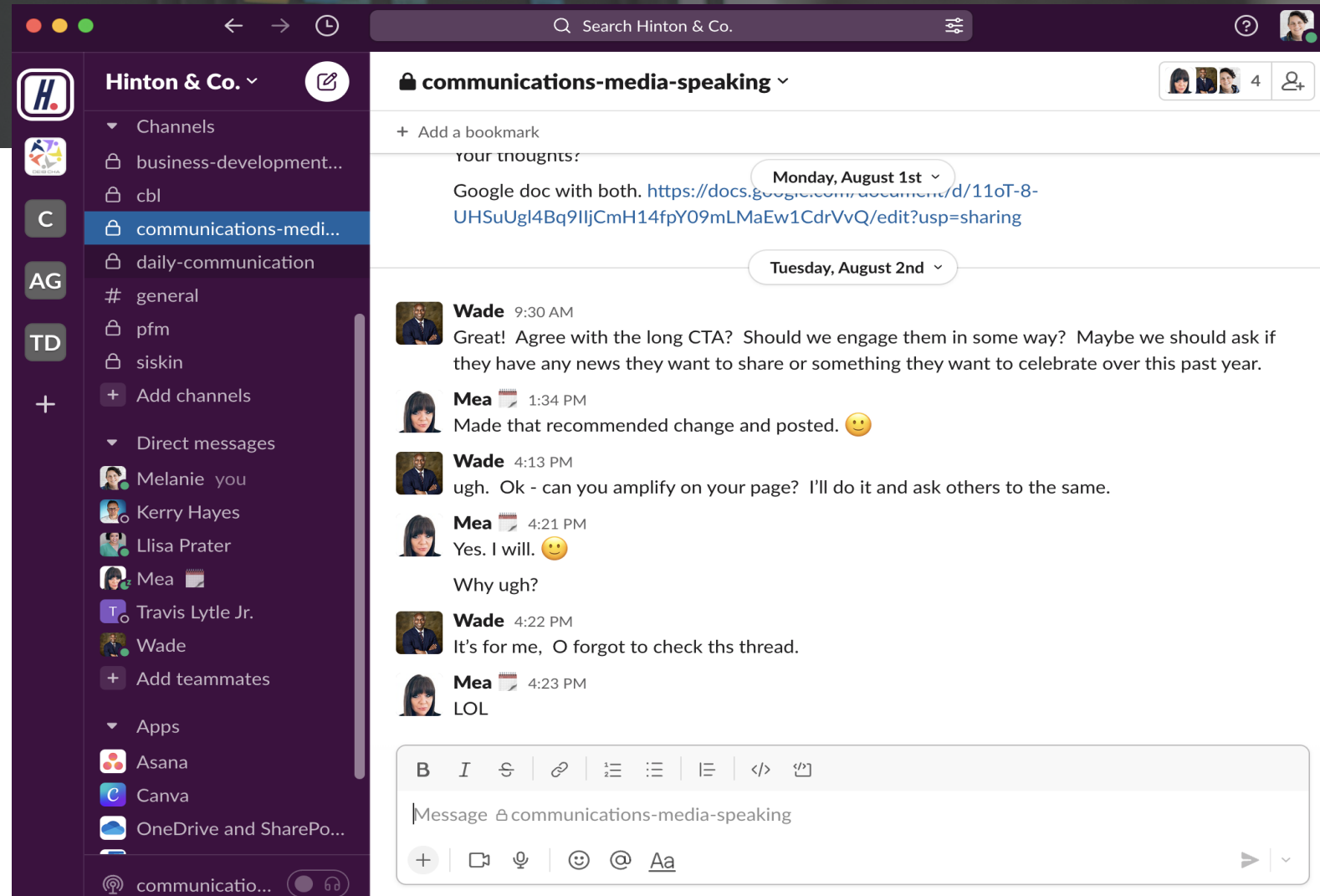


# Communication



Slack is a messaging app for business that **connects people to the information they need.** By bringing people together to work as one unified team, Slack transforms the way organizations communicate.

Learn more about how to use Slack [here](#).





# CRM



HubSpot is a CRM platform offering software products for inbound **marketing, sales, and customer service**. We primarily use it for marketing initiatives like forms on our website and all communication to our clients.

Learn more about how to use HubSpot [here](#).

The screenshot displays the HubSpot Marketing Email interface. The top navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', and 'Reports'. The main content area is titled 'Marketing Email' and features a search bar, a 'Type: All emails' dropdown, and buttons for 'Compare emails' and 'Create email'. Below the search bar, there are tabs for 'Manage', 'Analyze', and 'Health'. A left sidebar shows a list of email statuses: 'All emails', 'Draft', 'Scheduled', 'Sent', and 'Archived'. The main table lists several email campaigns with their titles, statuses, last updated dates, and open rates.

TITLE	LAST UPDATED	OPEN R...
Culture Index Sign Up Thank you <small>Published Automated Email - Updated 9/2/2022 by Mea Brown</small>	Sep 2, 2022	0%
DEIB Collaborative Meetup: Reminder + Phone Number Needed <small>Sent - Updated 9/1/2022 by Mea Brown</small>	Sep 1, 2022	44.19%
Stop Woke to Existing Clients <small>Sent - Updated 9/1/2022 by Mea Brown</small>	Sep 1, 2022	10%
DEIB Collaborative Meetup: Will you join us? <small>Sent - Updated 8/19/2022 by Mea Brown</small>	Aug 19, 2022	48.65%
1YR ANNIVERSARY EMAIL <small>Sent - Updated 7/28/2022 by Mea Brown</small>	Jul 28, 2022	17.55%

# File Storage



**Google Drive** is a file storage and synchronization service developed by Google. You must have your own Google email to use it. Once logged in you can access the below:

- Google Docs, Sheets, and Slides
- All Client Specific Files
- Much more in the Master Drive for Hinton and Co

The screenshot displays the Google Drive web interface. At the top, there is a search bar labeled "Search in Drive" and a navigation menu with icons for home, help, and settings. Below the search bar, the breadcrumb path reads "Shared with me > Master Drive Hinton & Co.". The main content area is divided into two sections: "Folders" and "Files".

**Folders:**

- Templates
- 2. Business Development
- Marketing
- Vendor Resources
- Research
- Hinton & Co Labels
- ERG Toolkit
- Inclusion in Action Series
- Inclusion & Diversity Index M...
- Mea's Working Folder
- 1. Hinton Client Feedback Su...
- 6. ALL CLIENT SPECIFIC FIL...
- 5. Resources for Clients
- 4. Weekly Team Meeting
- 3. Systems|Communications|
- Wade Hinton Google Drive M...

**Files:**

- Story Spine Worksheet
- Diverse Workforce Worksheet
- hinton-company-logo-cmyk-...
- hinton-company-logo-rgb-30...

On the left side of the interface, there is a sidebar with a "New" button and a list of navigation options: My Drive, Computers, Shared with me, Recent, Starred, and Trash. Below this is a "Storage" section showing a progress bar for "60.24 GB of 100 GB used" and a "Buy storage" button.

# File Storage



**Microsoft One Drive** enables registered users to share and synchronize their files. OneDrive also works as the storage backend of the web version of Microsoft Office. You will use your Hinton and Co email address to access files and utilize the below:

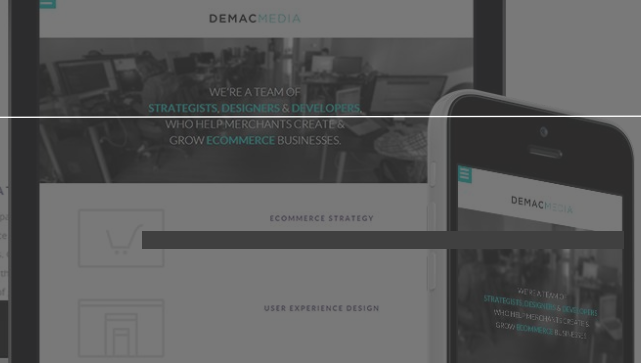
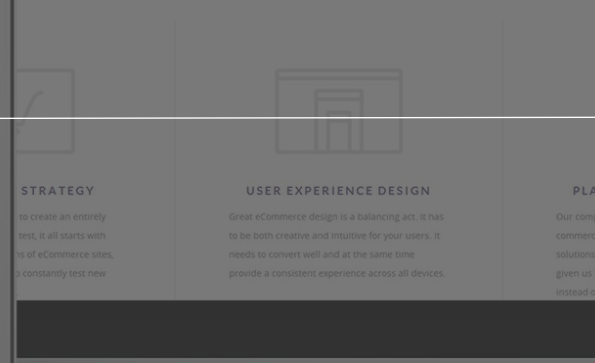
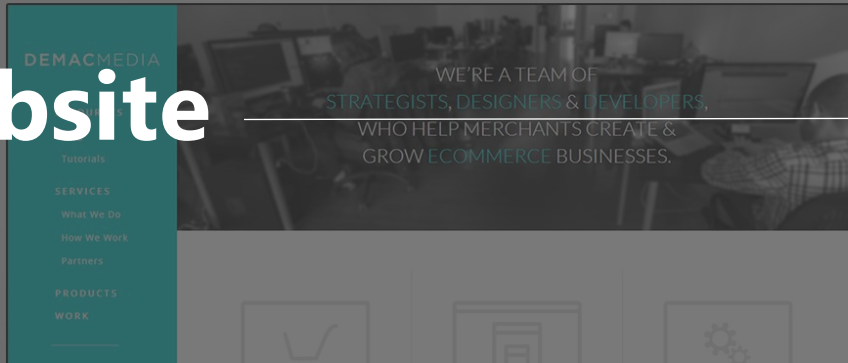
- Microsoft Word, Excel, PowerPoint, Outlook, and Teams

The screenshot displays the OneDrive web interface for user Melanie Silva. The interface includes a search bar, navigation options like '+ New', 'Upload', 'Sync', and 'Automate', and a sidebar with 'My files', 'Recent', 'Shared', and 'Recycle bin'. Under 'Quick access', the 'hintonandco.com' link is highlighted. The main area shows a table of files with columns for Name, Modified, Modified By, File size, and Sharing.

Name	Modified	Modified By	File size	Sharing
ASSESSMENT REPORT TEMPLATE DEMO.pdf	4 days ago	Melanie Silva	29.8 MB	Shared
CBL ASSESSMENT PRESENTATION_w priorit...	August 19	Melanie Silva	5.28 MB	Private
CBL Fireside Chat Generational Diversity Ou...	August 25	Melanie Silva	23.5 KB	Private
CBL Fireside Chat_Generational Diversity.docx	Yesterday at 7:01 PM	Wade Hinton	79.4 KB	Shared
CBL Generational Diversity Fireside Chat 1.p...	August 25	Melanie Silva	4.07 MB	Private
CBL Generational Diversity Fireside Chat 2.p...	August 25	Melanie Silva	4.07 MB	Private
CBL Generational Diversity Fireside Chat.pptx	August 25	Melanie Silva	4.07 MB	Private
CBL Generational Diversity Fireside Chat1.p...	August 25	Melanie Silva	5.15 MB	Private
CBL Generational Diversity Fireside Chat-FL...	August 29	Melanie Silva	13.3 MB	Shared
CBL One Year Summary vs Scope Report.pptx	August 29	Melanie Silva	1.37 MB	Shared



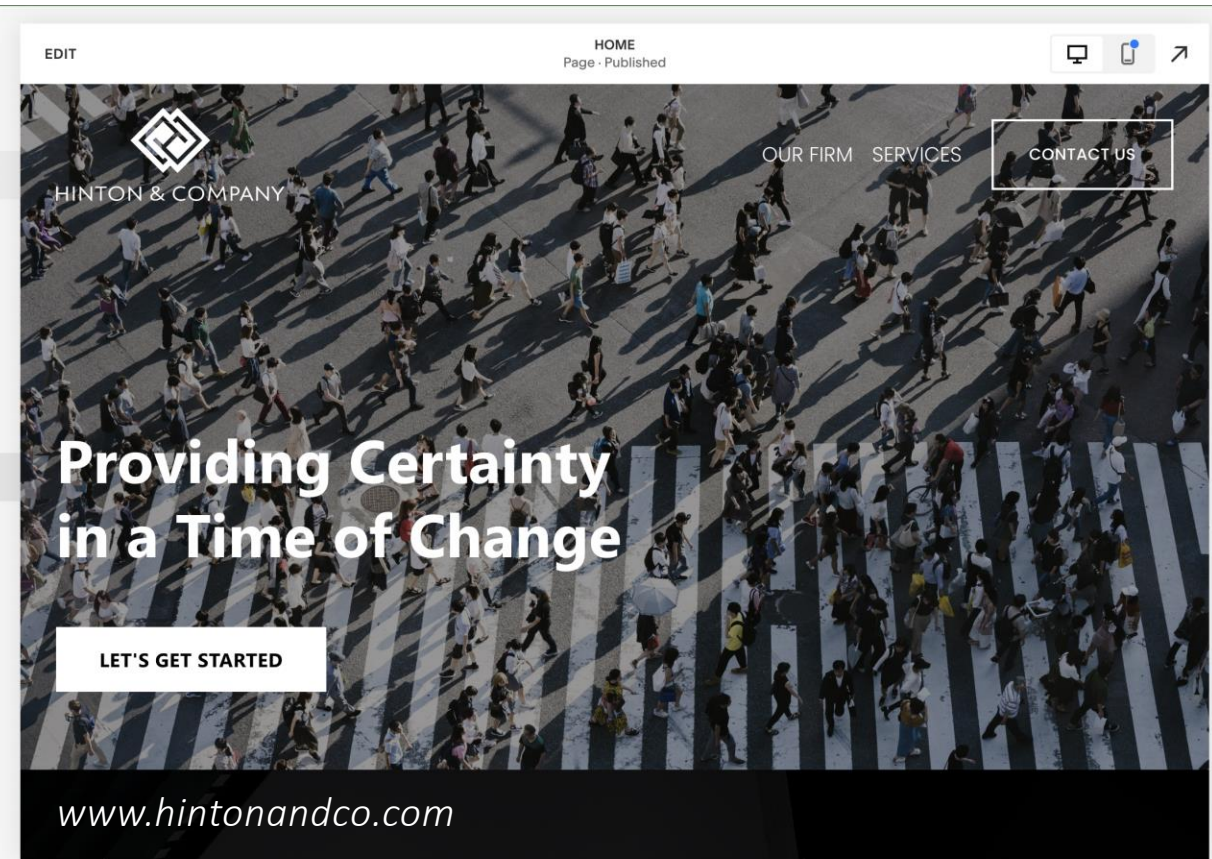
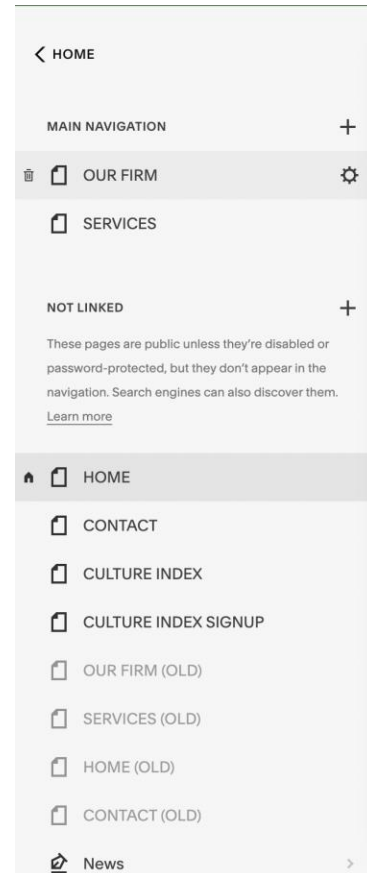
# Website



SQUARESPACE

Squarespace provides software as a service for website building and hosting and allows users to use pre-built website templates and drag-and-drop elements to create and modify webpages.

Learn more about Squarespace with a few online courses [here](#).





# Social Media



**LinkedIn** is a business and employment platform primarily used for professional networking and career development.

<https://www.linkedin.com/company/74749408>

The screenshot shows the LinkedIn profile for Hinton & Company. The header features the company logo and the tagline "PROVIDING CERTAINTY IN A TIME OF CHANGE". Below this, the company name "Hinton & Company" is displayed along with a brief description: "Providing strategies and solutions to improve the workplace and make the world a better place." and "Business Consulting and Services · Headquartered in Chattanooga · 342 followers". The page includes an analytics section on the left showing 175 search appearances and 71 unique visitors. A central "Start a post" section offers options for Photo, Video, Poll, and Write article. On the right, a "Grow your followers" section indicates 250/250 credits available and provides an "Invite connections" button.



**Facebook** is an online social media and social networking service used by businesses and individuals.

<https://www.facebook.com/HintonandCompany>

The screenshot shows the Facebook profile for Hinton & Company. The cover photo features the company logo and the tagline "PROVIDING CERTAINTY IN A TIME OF CHANGE" over a background image of people in a meeting. The profile picture is the same logo. The name "Hinton & Company" is followed by "285 followers · 0 following". At the bottom right, there are buttons for "Promote", "Manage", and "Edit".



# Documentation

# Checklist of Required Documents

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W2

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Contractor Agreement

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NDA

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Headshot

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Short Bio

