

Case Study: M-pathi(tm) Inclusion Training Inspires Attitude Change Toward Action

A Fortune 100 enterprise sponsored 2 StoryBolt series on race and gender comprised of 21 sessions across 1500 employees. Participants demonstrated higher post-series awareness about diversity, equity, and inclusion challenges in these communities vs. the control group. However, the most significant impact over the course of the StoryBolt M-pathi(tm) experiences was the activation of the participants' attitude and resolve to take action.

Attitudes are associated beliefs and behaviors towards some object or subject. Attitudes are not stable and are subject to change by social influences, as well as by the individual's motivation to maintain cognitive consistency. Therefore, one's exposure to different experiences affects their attitude and may cause attitude change. StoryBolt provided participants with a different experience, therefore affecting their attitudes.

STORYBOLT~

Average composite score of awareness and action survey questions

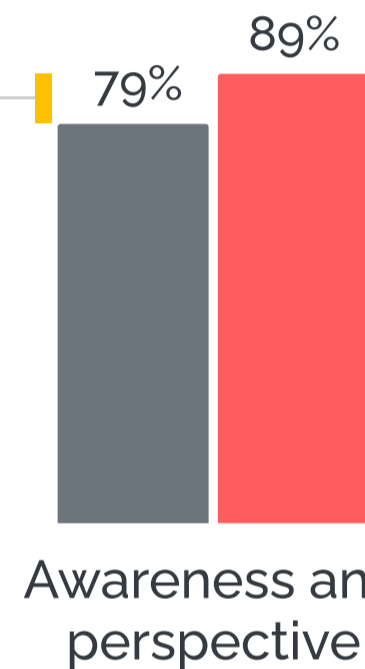
Control | **Participants**

StoryBolt Inputs

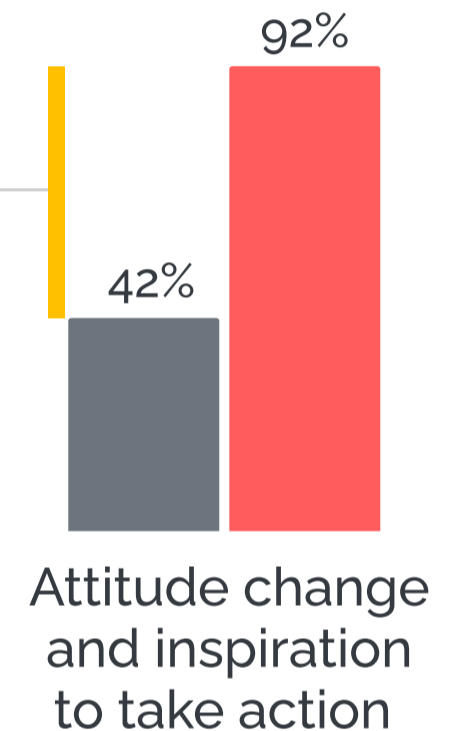
- Stimulating story
- Open conversation

StoryBolt Impacts

10% higher for Storybolt participants



50% higher for Storybolt participants



Participants' Action Commitments

80%+

of participants are committed to intentionally practicing:

- Awareness towards biases
- Active listening
- Advocacy and allyship

60 - 80%

of participants are committed to intentionally practicing:

- Open conversations
- Self-reflection
- Speaking up