

CORPORATE CAPABILITY STATEMENT



COMPANY OVERVIEW

Founded in 2011, Ruiz Strategies is a certified WBE and MBE consulting and training firm specializing in change management, reputational management, internal communications, diversity, equity, inclusion, and unconscious bias training and assessments. Ruiz Strategies is also a value-added reseller for BiasSync.

Michele Ruiz
President & CEO

CONTACT INFORMATION
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CORE COMPETENCIES



UNCONSCIOUS BIAS AND CULTURAL COMPETENCY TRAINING

- Science-based tool BiasSync (see second page)
- Live and Virtual Trainings
- Race, Gender, LGBTQIA+, Ableism/Accessibility
- Organizational Bias Data



CONSULTING

- Change Management
- Employee Engagement
- Equity Audit
- DEIA Strategy Roadmap and Implementation



EMPLOYEE SURVEYS AND POLLING

- Inclusivity Survey
- DEIA Survey
- Cultural Competency Survey
- Equity Barriers Diagnostics



STRATEGIC COMMUNICATIONS

- Internal and External Communications
- Research and Data Analysis
- Message Development
- Training Content

NAICS CODES

- 541611** – Administrative Management and General Management Consulting Services
- 541612** – Human Resources Consulting Services
- 541613** – Marketing Consulting Services
- 541618** – Other Management Consulting Services
- 611430** – Professional and Management Development Training

SIN CODES

- 541612LOB** – Human Resources Line of Business (HRL0B)
- 541612HC** – Agency Human Capital Strategy, Policy, and Operations
- 611430** – Professional and Management Development Training

DIFFERENTIATORS / VALUE PROPOSITION

SENIOR STRATEGIC ENGAGEMENT: Our team is composed of senior-level strategists and communications specialists, including a former Emmy® Award-winning television journalist. Additionally, as part of our team are organizational behavioral Ph.D.s and social psychologists.

UPFRONT PRICING STRUCTURE: From the start of a business relationship, we work with our clients to create a measurable scope of work within our clients' budgets. Consulting is provided in packages of 10 hours, 25 hours, or on-going basis as needed. The BiasSync bias training and assessment solution is sold as a SaaS model and priced based on the number of users per month.

RESULTS-FOCUSED: With an unrivaled dedication to our clients' results, Ruiz Strategies has helped Fortune 500 companies and government agencies effectively train, assess, and mitigate the impact of unconscious bias with both the proprietary BiasSync online solution and change management consulting.



LEADERSHIP ACCOMPLISHMENTS AND RECOGNITIONS

- Innovative Company of the Year in the DEI Space 2022
- Latina STYLE Business Woman of the Year Award
- LA Business Journal's Women Making a Difference Award
- 2015 Honoree NAWBO LA Rising Star of the Year Award
- 16 Emmy® Nominations and 5 Emmy®'s
- 4 Golden Mikes
- LA Press Club Awards
- CA Diversity Council Most Powerful and Influential Woman Award
- Pat Tobin PR Excellence Award



CERTIFICATIONS

- MBE – SCMSDC Regional Council of NMSDC
- WBE – WBENC
- W/MBE - CPUC
- SBE – Department of General Services (DGS) CA
- LSBOE – Department of General Services (DGS) CA
- WOSB – US Women's Chamber of Commerce



WHO WE ARE

BiasSync™ is a science-based, scalable SaaS solution designed to help organizations more effectively assess and manage unconscious bias in the workplace. Our BiasSync solution combines proprietary unconscious bias measurement and relevant personality testing with engaging and compelling storytelling that leads to a road map of sustainable culture change.

Our purpose is to create more fair and respectful workplaces.

AN EFFECTIVE MULTI-PRONGED APPROACH

BIAS ASSESSMENTS, BIAS AUDITS, AND ACTIONABLE DATA

- Using a dashboard, employers can opt to receive anonymized aggregate data of bias levels within the organization and receive a proprietary company SyncScore®
- Combines the latest scientific research with individual results and feedback
- Proprietary, science-based tools to analyze unconscious bias against established cognitive processes

INCLUSIVENESS AND EQUITY DIAGNOSTICS

- The proprietary, science-based BiasSync 8-Touchstone Equity Barrier Diagnostic® provides equity barriers analysis across your organization with actionable recommendations for policy enhancements from experts in the field
- The BiasSync Inclusiveness Survey covers a number of topics around cultural climate—especially in the areas of belonging, fairness, understanding of unconscious bias, voice, opportunities, resources, decision making, and diversity

BIASSYNC FIVE-STAGE INCLUSIVITY ROADMAP® AND EQUITY AUDIT

- Delivers ready-to-use tools, actionable insights, and checklists
- Utilizing BiasSync's 8-Touchstone framework—and derived from evidence-based and science-informed research—this equity audit is arguably the most comprehensive in the marketplace
- Establishes empirical basis and evidence-based approach to strategic planning and evaluation

ENGAGING TRAINING

- Interactive and engaging video content from Emmy® Award-winning producers
- Designed by and featuring leading social science Ph.D.s and experts
- Scalable to all employees at all levels

BIAS MITIGATION

- Ongoing monthly microlearning content
- Interactive videos
- Monthly ProTips and facilitation guides
- Actionable strategies and skills to implement now

Available in multiple languages.



"This is the best I've seen in the market."

FORTUNE 50 CLIENT
GLOBAL DIVERSITY & ENGAGEMENT
BEVERAGES FOOD PROCESSING

"Almost immediately we saw a positive impact."

PUBLIC UTILITY CLIENT

"BiasSync's offering is not unconscious bias training in a box!"

FORTUNE GLOBAL 500 CLIENT
HEAD OF DIVERSITY & INCLUSION
BIOTECHNOLOGY

So much more than just diversity and inclusion training.
You can't manage what you don't measure. **BiasSync changes all that.**
If you're ready to understand how bias impacts your company, contact us now.