

CAPABILITY STATEMENT

Core Competencies

Ruiz Strategies is a WOSB uniquely positioned to support government agencies in the following ways:

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

Employee Surveys and Polling

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

Consulting

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

Strategic Communications

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

Company Information

Headquartered in Los Angeles, California, with an office in Washington, DC. Ruiz Strategies is a WOSB firm specializing in change management, reputational management, internal communications, and unconscious bias training and assessments.

Women-Owned Small Business (WOSB)

DUNS: 078357578

CAGE Code: 6TBV1

Accepts Government Credit and Purchase Cards

NAICS: 611430, 541611, 541612, 541613, 541618

SIN: 541612LOB, 541612HC, 611430

GSA Schedule (pending)

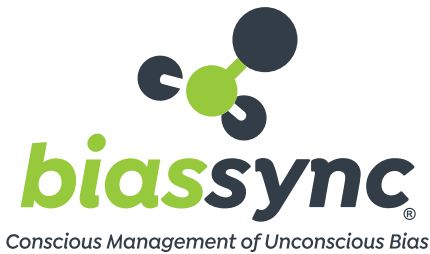
Differentiators

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 number of users per month.

Past Performance

- **Department of Interior:** deployed equity barrier diagnostic tool to DOI's 70,000+ employees, and concurrently analyzing data regarding agency's employee life cycle (currently performing)
- **Department of Commerce Office of the Inspector General:** deployed an unconscious bias and inclusivity training and assessments to employees (currently performing)
- **Department of Transportation:** deployed an unconscious bias and inclusivity training and assessments to employees (currently performing)
- **Executive Office of the President, Presidential Personnel Office (EOP/PPO):** deployed unconscious bias training and DEIA strategy
- **Center for Medicare and Medicaid Services:** deployed an unconscious bias and inclusivity training to employees (currently performing)
- **NASA:** executed a strategic communications and diverse-focused social media recruitment strategy center-wide for NASA to introduce innovation
- **Fortune 500 Biopharma Company:** deployed an unconscious bias and inclusivity training and assessments to employees nationwide (currently performing)
- **Fortune 500 Consumer Food Products Company:** deployed an unconscious bias and inclusivity training and assessments globally to 80,000+ employees (currently performing)
- **Utility Companies (owned by same parent company):** deployed an unconscious bias and inclusivity training and assessments to employees nationwide (currently performing)
- **Fortune 50 Global Telecommunications Company:** created a comprehensive change management communications plan for a business unit, which included online reach of their message
- **Fortune 10 Oil and Gas Company:** created and executed a comprehensive multi-cultural and internal communications plan



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.