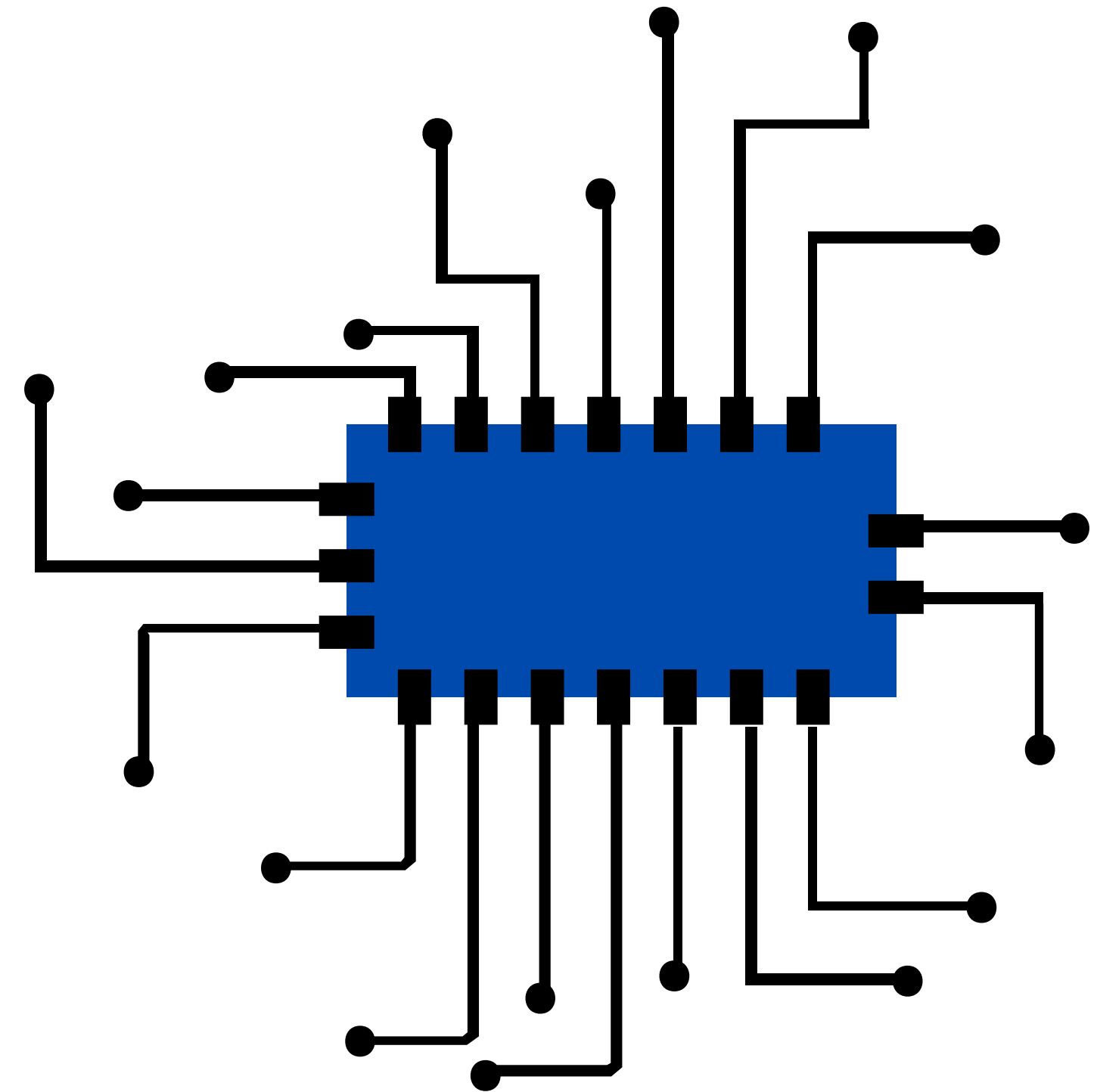


Official Consultation

INTERFAITH

Rock Canyon Consultation, North America

17 February 2023



Prioritizing REDI Initiatives at Rock Canyon Matters for Top Talent Recruitment, Retention, and Clients

70%

Americans identify with a religion

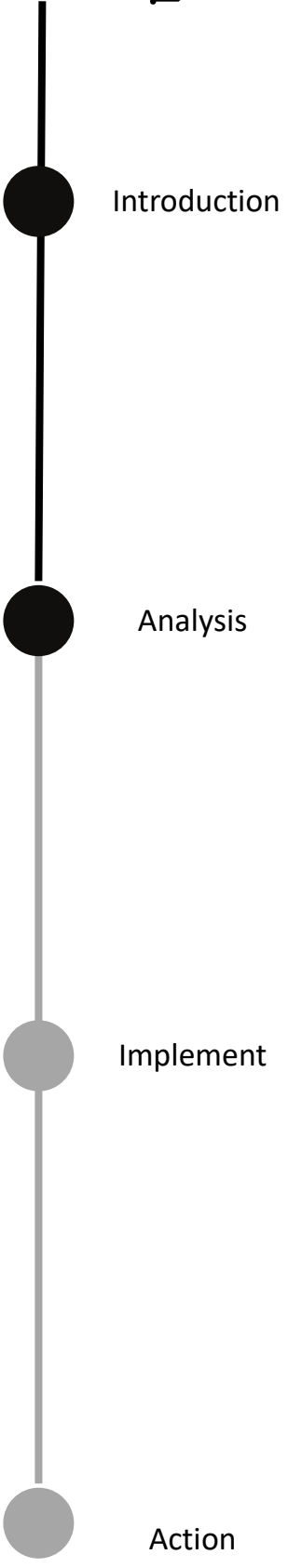
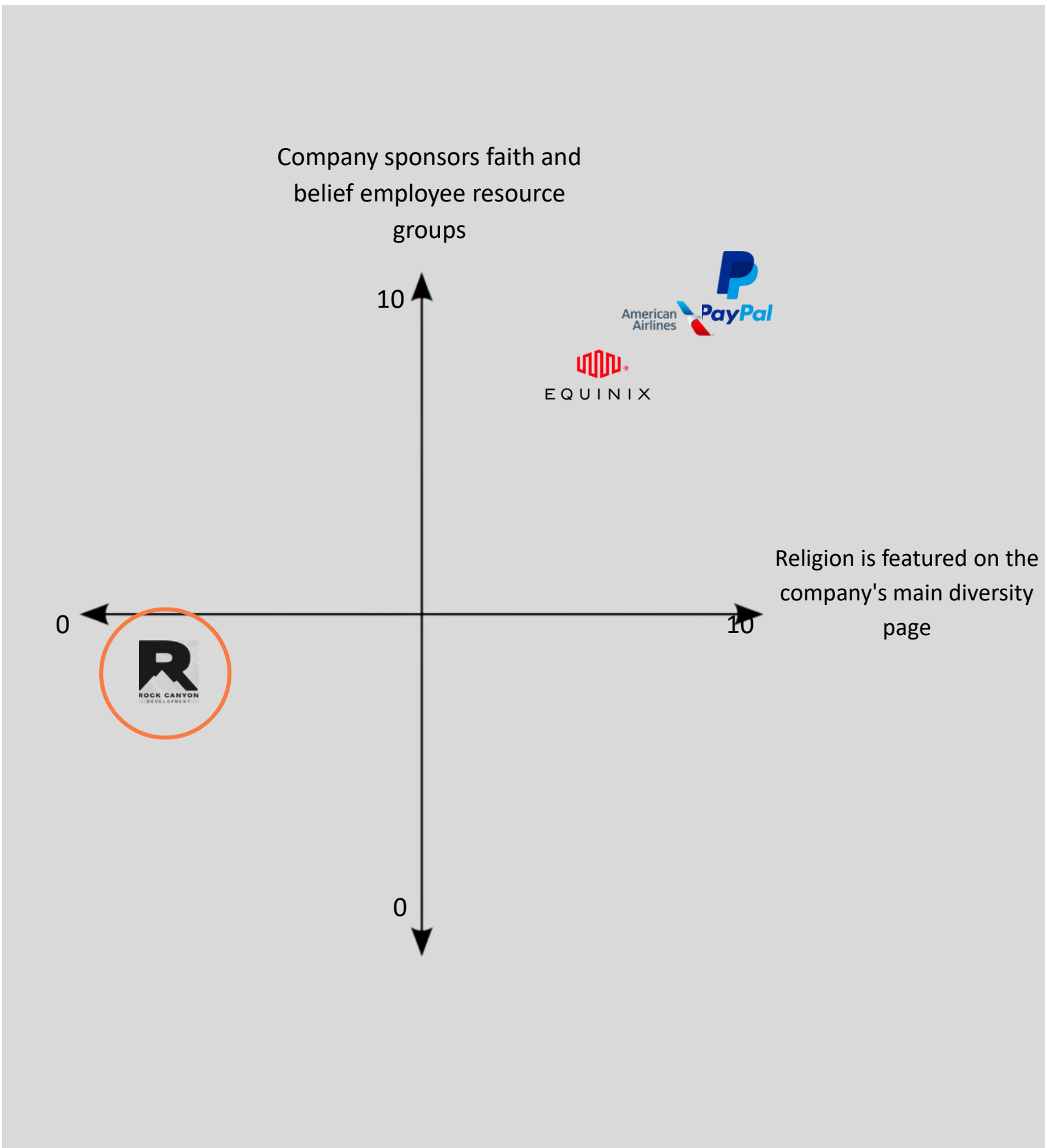
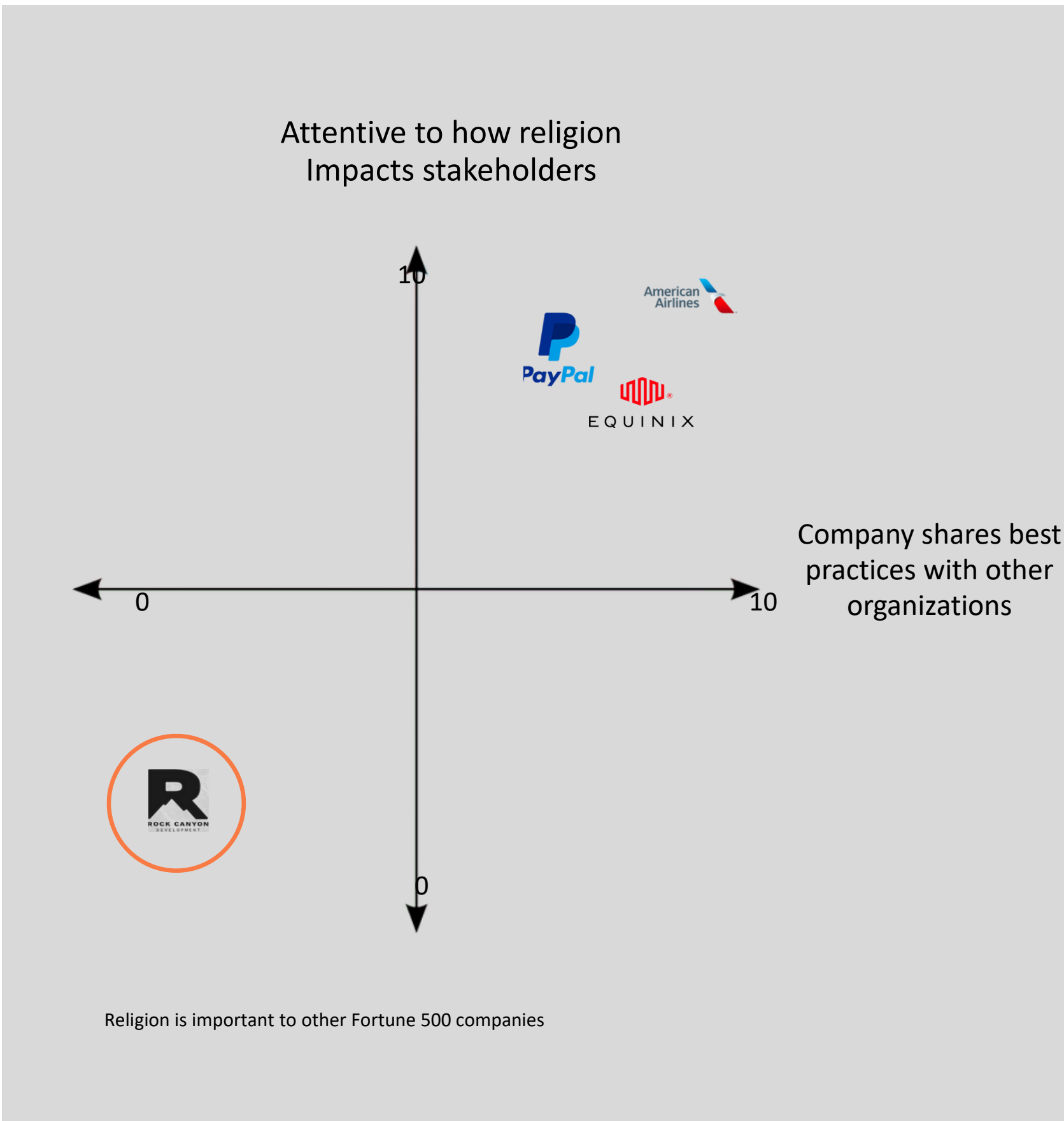
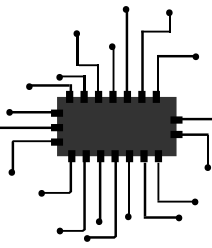
60%

Choose a place to work based on beliefs and values

58%

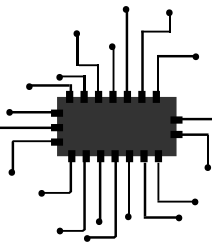
Buy or advocate for brands based on their beliefs and values

Rock Canyon Lacks in REDI Compared to Other Fortune 500 Companies



*REDI Index

Faith and Belief will Increase Rock Canyon Bottom Line



Increase Retention



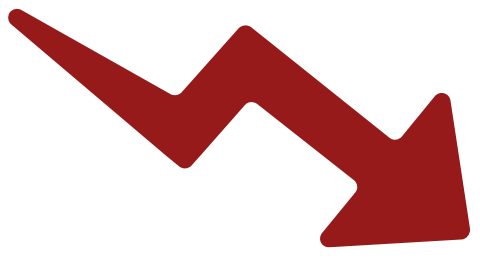
- AT&T
- 10% Retention
 - 85.6% Retention ERG Membership
 - 756% Retention active ERG participants

Increase Profitability



- Companies with a highly engaged workforce have 21% higher profitability
- Rock Canyon currently employs 720,000
- Average retention is three years
- Average replacement cost for employees is \$30,000

Decrease Legal Fees

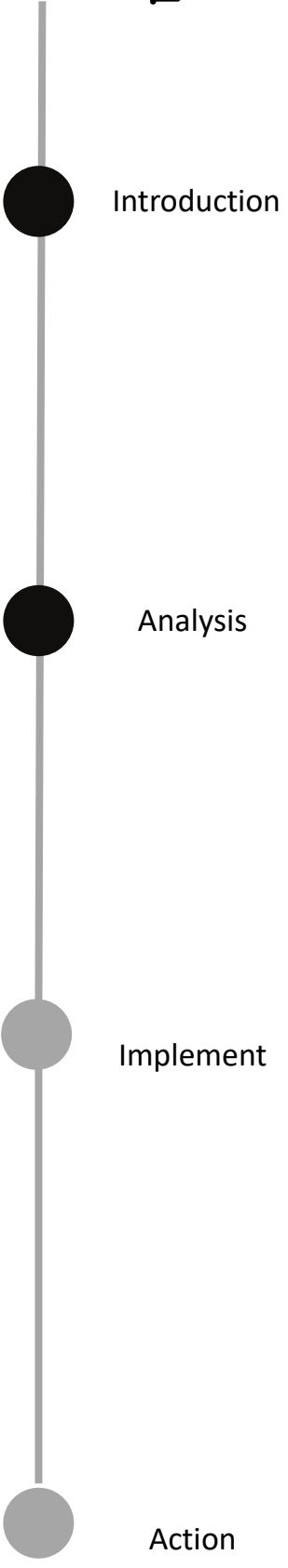


Fostering an environment where employees feel comfortable discussing their needs and concerns with colleagues and managers reduces the risks of religious accommodation lawsuits

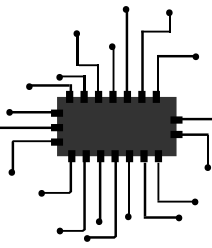
Increase Clientele



Diversity of thought and life experiences increases Rock Canyon's reach to new clients and innovation practices

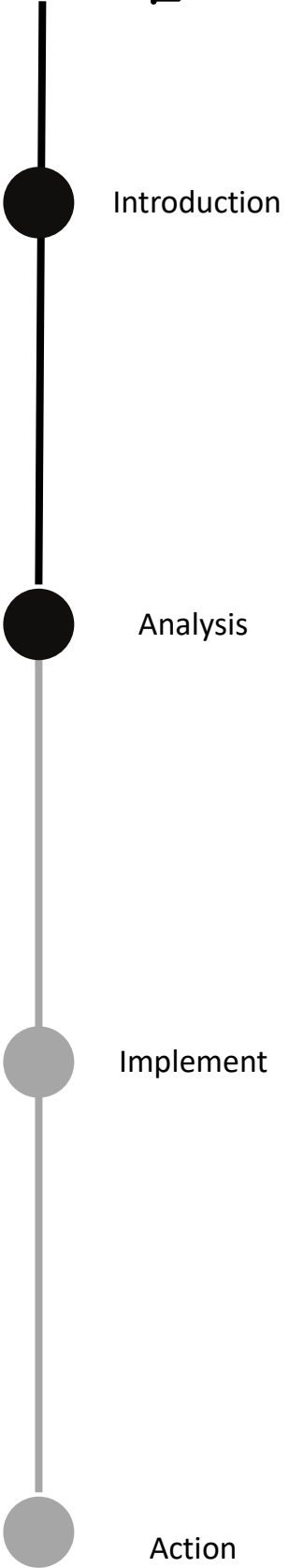


Rock Canyon has Demonstrated Excellence as one of the Best Places to Work, and still has Potential to Improve its Standing in the REDI Index

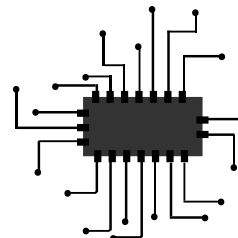


Opportunity

Publicize, support, and champion Interfaith ERG efforts as enthusiastically as we do other areas of diversity



Advancing Interfaith at Rock Canyon Ascends to Greater Heights



- Introduction
- Analysis
- Implement
- Action

Extend DEI definition to include faith and beliefs

Demonstrate Interfaith as valuable as Rock Canyon's other DEI initiatives

Prove that Interfaith is a sustainable and necessary investment, even during economic downturns

Make Interfaith “built to last” and create future Champions



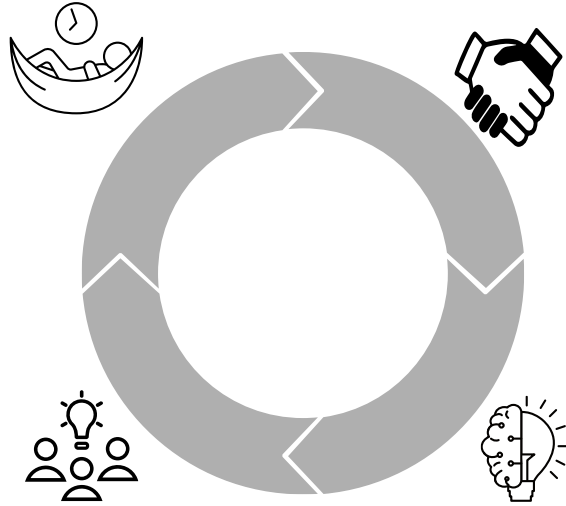
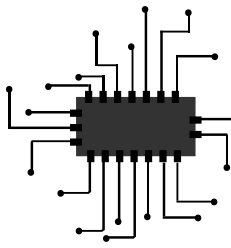
Opportunity

Publicize, support, and champion Interfaith ERG efforts as enthusiastically as we do other areas of diversity

Establishing Sustainable Interfaith Systems at Rock Canyon Perpetuate Benefits Beyond Champions

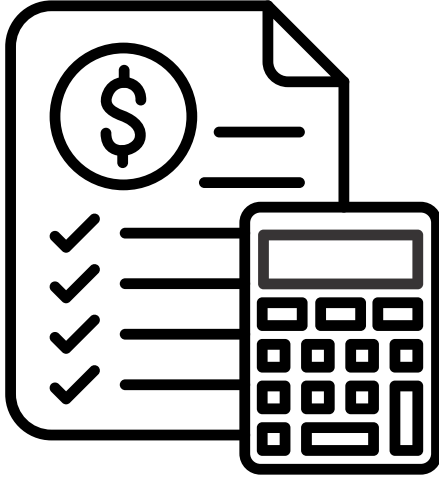
Retirement

Short Term Strategy



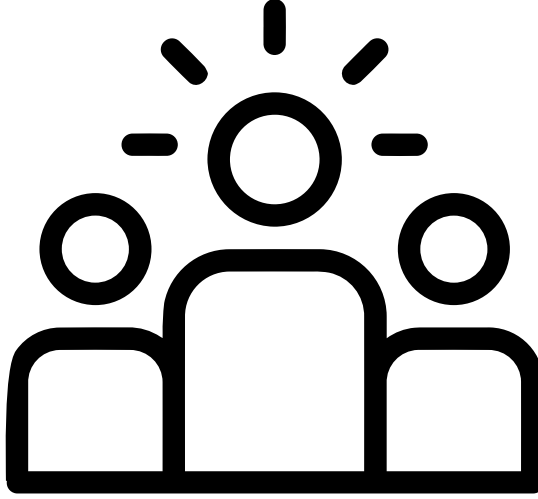
Employee Lifecycle

- Employee life cycle marked by engagement with ERGs
- Hire (Hiring process, onboarding)
- Admire (membership)
- Inspire (leadership roles and responsibilities)
- Retire (effective champion transition)



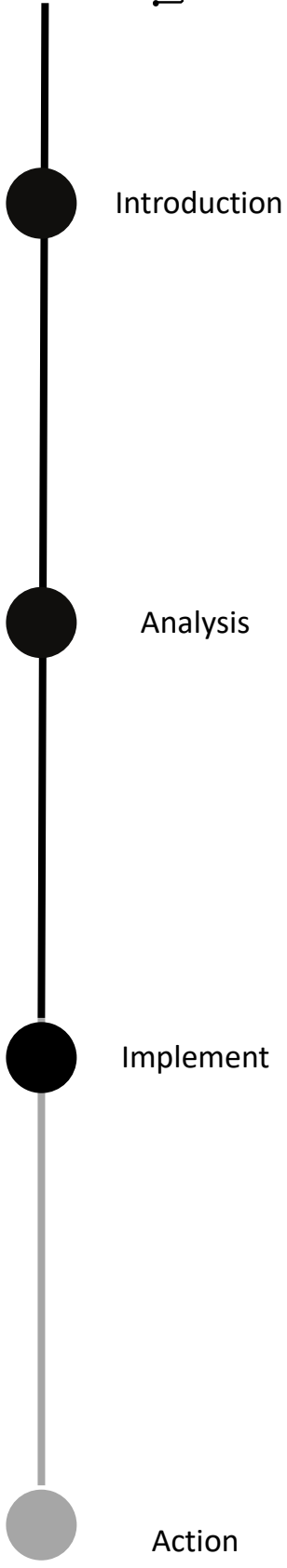
Budgets

- Fostering transparency with ERG budget guidelines
- Requirements for out-of-office community Impact events help develop internal satisfaction through their community efforts

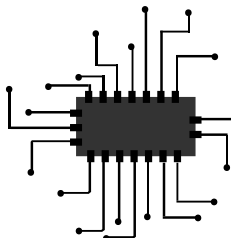


Chief Diversity Officer

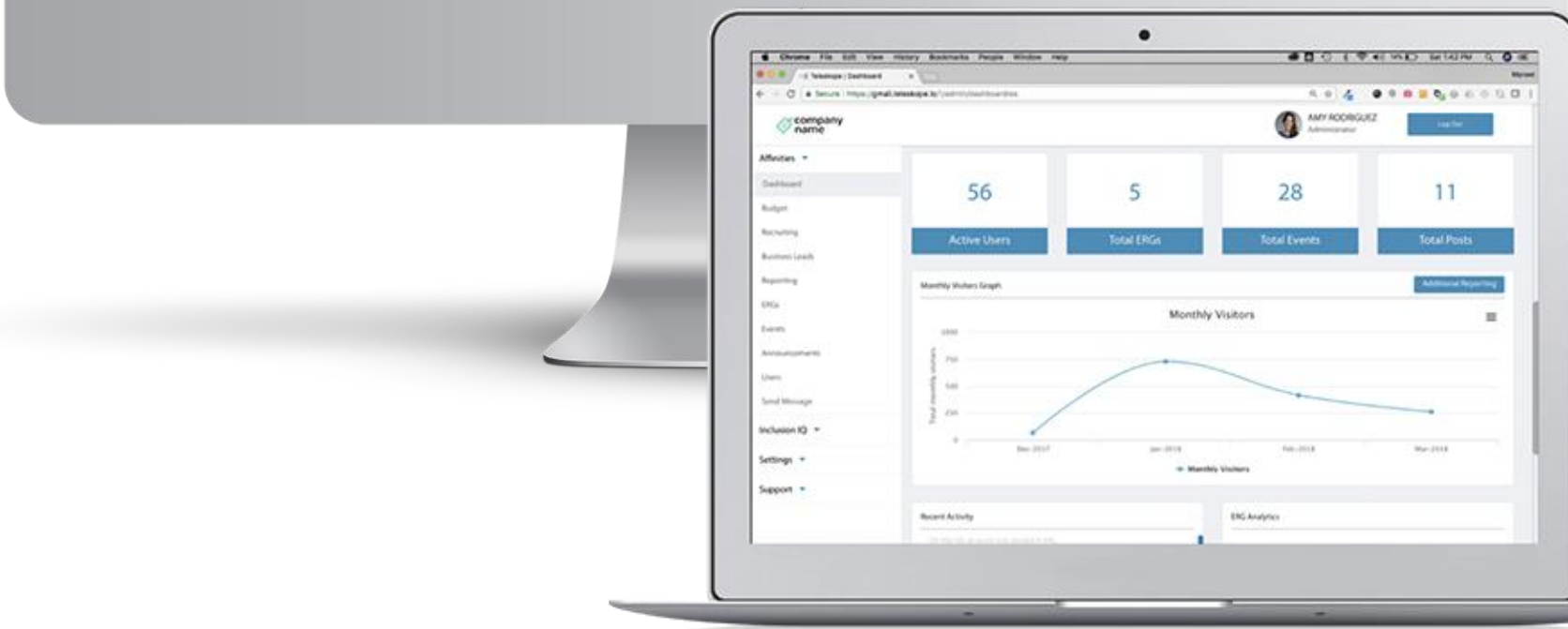
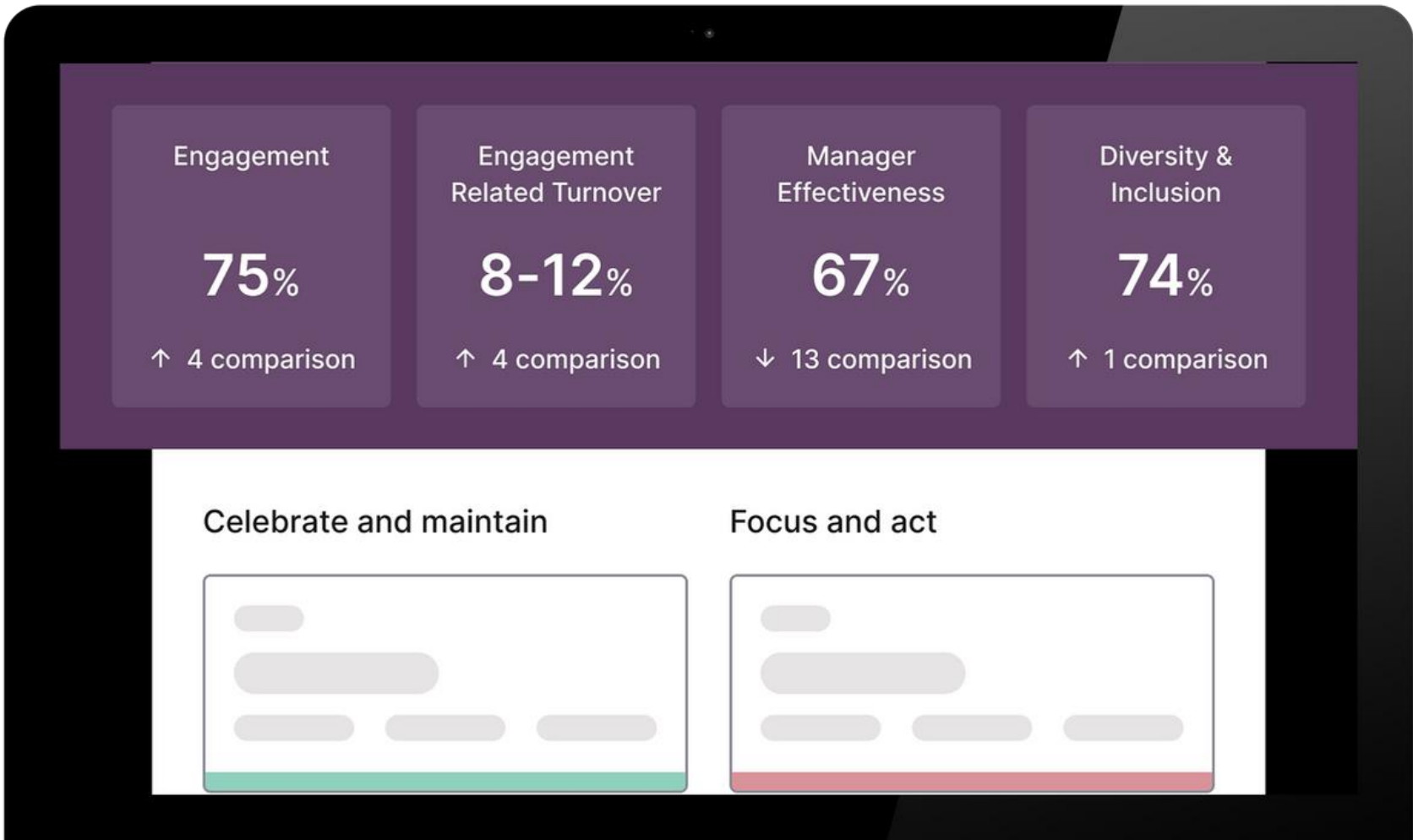
- "Appointing diversity managers has been shown to increase the representation of underrepresented groups in management by 18%." -HBR
- Lead initiatives and long-term plan



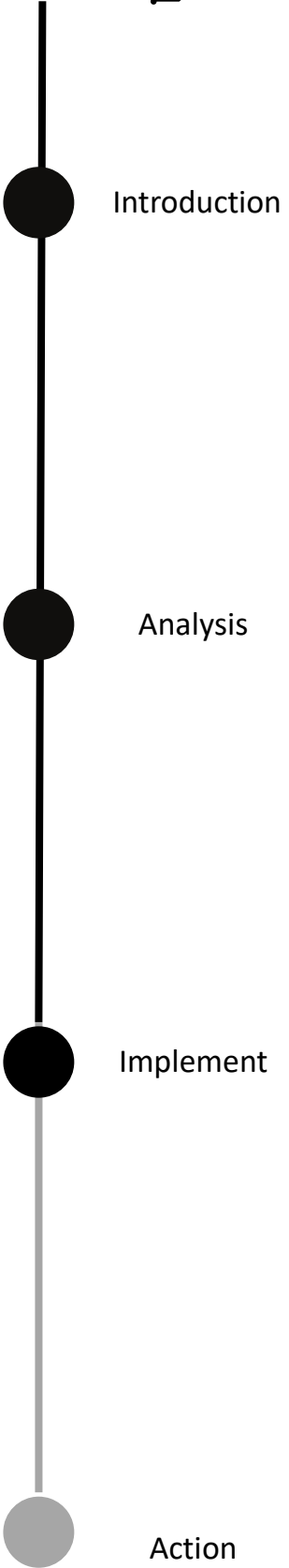
Establishing Sustainable Interfaith Systems at Rock Canyon Perpetuate Benefits Beyond Champions Retirement



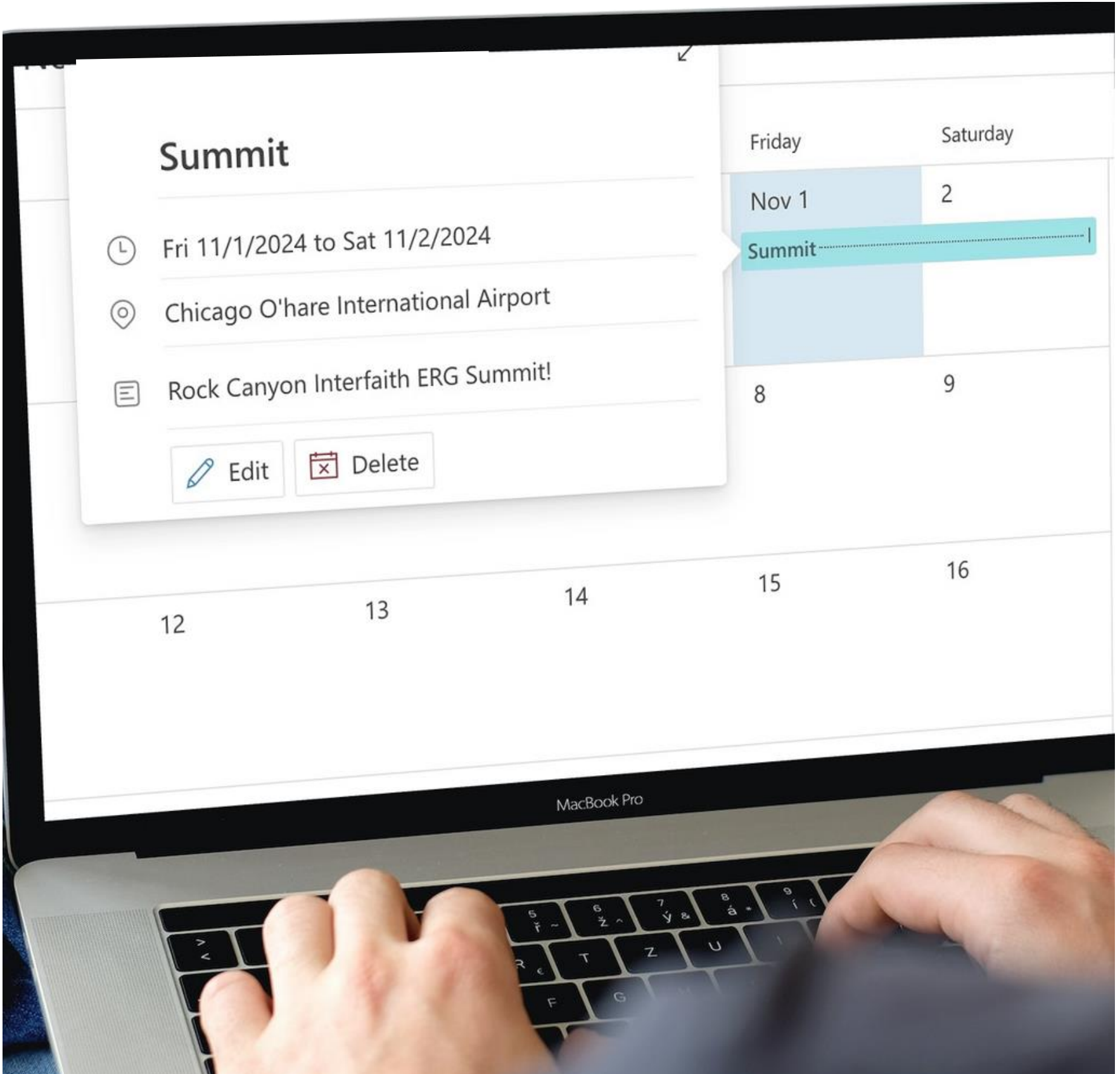
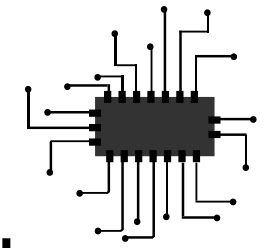
Long Term Strategy



- **ERG PLATFORMS**
 - Culture Amp
 - ERG Wizard
 - ERG Pro
 - DEI Tracking Tool
- **ALL EMPLOYEES INVOLVED**
 - Engage employees across the company: multigenerational, diverse skillsets, varying levels of management.
- **DATA**
 - Collect data to support ERG operations, key metrics, and decisions regarding funding.
 - Use data and Implement feedback for continuous Improvement of the ESGs.
- **NATIONWIDE CONNECTION**
 - Utilize the platform to facilitate connections between regional faith-based ERGs



Creating Traditions to Motivate and Engage Rock Canyon Employees: Ideation



Day 1

Faith Fair

Learn from your fellow employees by actively participating in their faith and non-faith systems. (Example: food, ceremonies, prayer, meditation, readings, clothing, etc.)

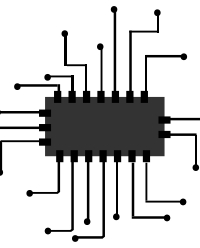
Day 2

Award Ceremony

Award high-performing regional Interfaith groups. The goal of this conference is to encourage Interfaith ERGs to work hard to earn a spot at the Summit.



Financial, Human Resource, and Organizational Metrics Used To Measure the Success of Allowing Faith and Belief at Work in Rocky Canyon



FINANCIAL

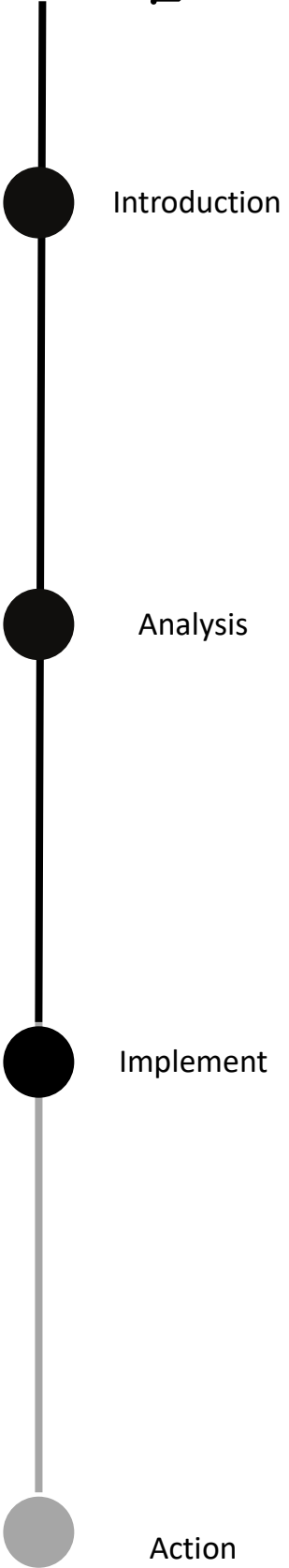
- ARR
- Profit
- Legal
- Cost Saving

HUMAN RESOURCES

- Tenure
- Participation + Engagement
- Turnover Rate
- Satisfaction
- Training
- Recruitment
- Awards
- Employee Testimonials

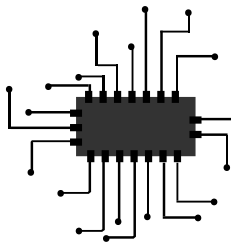
ORGANIZATION

- Utility Rate
- Project Success Rate
- Client Satisfaction
- Sales Pipeline + Win Rates



"For something to be accretive, it has to create value for multiple stakeholders at the same time."

-John Mayfield, CFO of Rock Canyon



VALUE CREATED

Increasing religious inclusivity is key to create a welcoming environment that fosters diversity and inclusivity, which can increase employee satisfaction and happiness, promote innovation, and improve teamwork, ultimately leading to a more productive and profitable business.

Additionally, when employees feel empowered to be their authentic selves, they are more likely to be engaged and committed to their work, leading to higher employee retention and better organizational outcomes.



Internal Value Creation

- Increased Psychological Safety
- Attraction and Retention of Employees
- Diversity of Thought Fosters Innovation
- "Built-to-last" Interfaith Program



External Value Creation

- Improved Brand and Reputation
- Farther Reach with New Cliental
- Client Satisfaction
- Broader Community Engagement



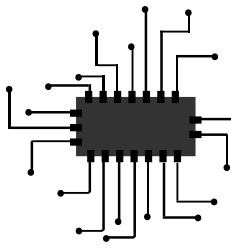
Introduction

Analysis

Implement

Action

SAVE: A Solution to Take Action



Sponsor

Executives see Interfaith ERG as a valuable Initiative under the umbrella of DEI.



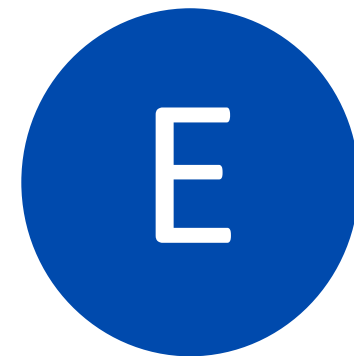
Advocate

Human Resources promotes and circulates Interfaith activities and interests amongst current and prospective employees



Validate

Finance arm recognizes Interfaith as an investment that how increases the bottom line.



Embrace

Employees are willing and eager to actively participate in interfaith because it enhances their well-being

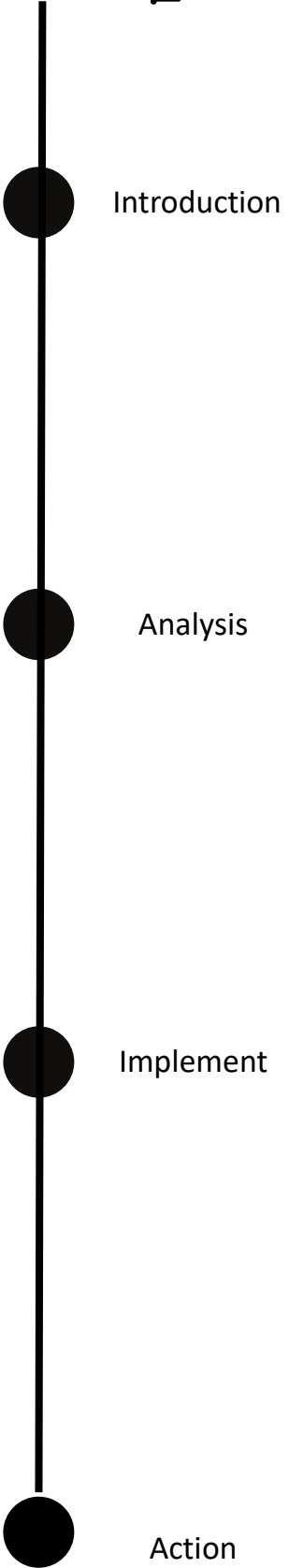
Integrity

Stewardship

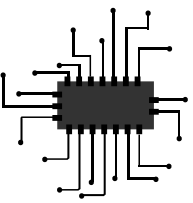
Respect for the individual

Sustainability

Honesty



APPENDIX



- <https://www.enrich.org/blog/The-true-cost-of-employee-turnover-financial-wellness-enrich#:~:text=The%20Society%20for%20Human%20Resource,in%20recruiting%20and%20training%20costs.>
- <https://www.enrich.org/blog/The-true-cost-of-employee-turnover-financial-wellness-enrich#:~:text=The%20Society%20for%20Human%20Resource,in%20recruiting%20and%20training%20costs.>
- <https://www2.deloitte.com/us/en/insights/topics/marketing-and-sales-operations/global-marketing-trends/2022/diversity-and-inclusion-in-marketing.html>
- <https://www.theologyofwork.org/how-to-start-a-faith-based-employee-resource-group-erg//the-business-results-of-employee-resource-groups-ergs>
- <https://www.zippia.com/advice/cost-of-hiring-statistics-average-cost-per-hire/>
- <https://www.pewresearch.org/religion/2022/09/13/how-u-s-religious-composition-has-changed-in-recent-decades/>
- <https://fortune.com/company/equinix/fortune500/>