

TOOLS & TACTICS FOR INCLUSIVE STORYTELLING



S&P Global

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S&P Global

Agenda and What You Will Learn

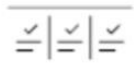
Tips on best practices for aligning messaging with organizational values

Methods to consider when developing communications – starting at the ideation phase

Examples of campaigns and communications that resonated with a broad audience base and how it was sustained

Q&A and Reflection

**S&P Global provides essential intelligence.
We are the world's foremost provider of credit ratings, benchmarks, analytics and workflow solutions in the global capital, commodity and automotive markets.**



**Ratings, Indices
& Benchmarks**

Ratings

Indices

Benchmarks

Assessments



**Data &
Analytics**

Data

Analytics



**Technology
Solutions**

Workflow Solutions

Distribution Channels

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**Research &
Insights**

Research

Insights

News

Conferences/Events

35,000+ people • 41 countries • ~\$12 billion in revenues • 45,000+ customers in 150+ countries

Our Values

Integrity
Discovery
Partnership

We start with a foundation of integrity in all we do, bring a spirit of discovery to our work, and collaborate in close partnership with each other and our customers to achieve shared goals.

As leaders and subject matter experts, we can tell a better story - a story that invites engagement, responsibility, productivity and creativity.

Friend, Partner, Sister,
Natasha's other Mum and
godmother.
Sports Enthusiast.
Mentor and Advocate.
Culture Vulture.
Director, Content Marketing
in Enterprise Marketing.

All of me is a better me.
InclusionWorks

Sheila Brathwaite
Brooklyn, NY

S&P Global



Elevator Pitch or Elevator Story? John Livesay



The Why, Who, What, When and Where of a story

One of the best practices for writers to follow “The 5Ws” guideline, by investigating the Why, Who, What, When, and Where of a story.

Start with WHY.

If you can't identify what makes your story unique and interesting, chances are nobody else will either.

Know your audience.

Why should readers care?

Who is your story about? Who is affected? Who benefits?

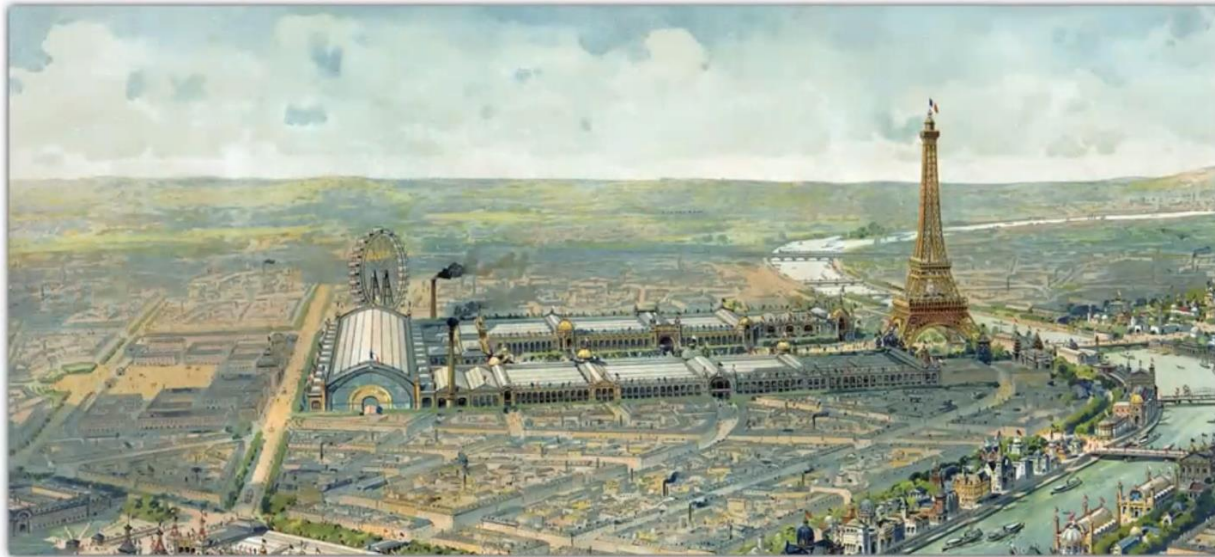
What are you communicating? What does it mean for the reader? What are your intended consequences?

When did it happen (time of day, day, month, year)? When do you expect a response?

Where should readers go to learn more? Call to action.

Story 1: Dr. WEB Dubois at the 1900 Paris Exposition and World Fair

Part 2 | Works | 1900 Paris Exhibition

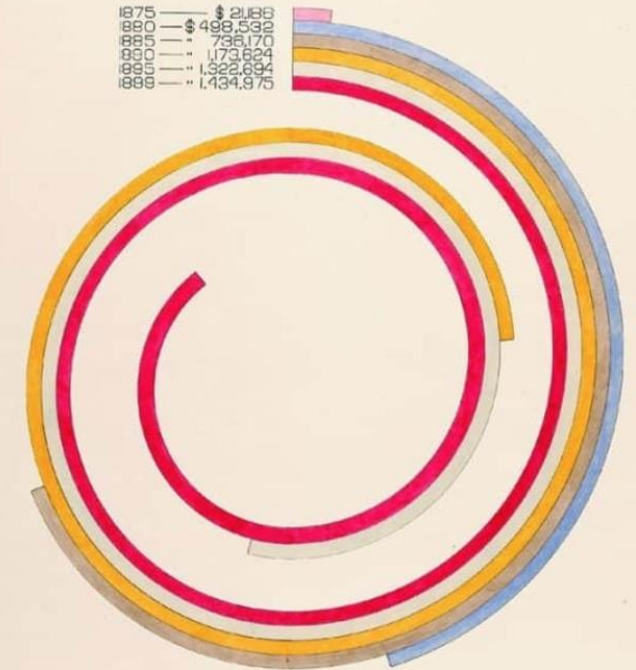


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W. E. B. Du Bois's Data Portraits Visualizing Black America

THE COLOR LINE AT THE TURN OF THE TWENTIETH CENTURY

1875	—	\$ 21,183
1880	—	\$ 498,532
1885	—	738,170
1890	—	1,173,624
1895	—	1,322,694
1898	—	1,434,975



WHITNEY BATTLE-BAPTISTE and BRITT RUSERT, editors

Celebrating Black History Month

W.E.B DuBois' Data Visualization Legacy & Impact

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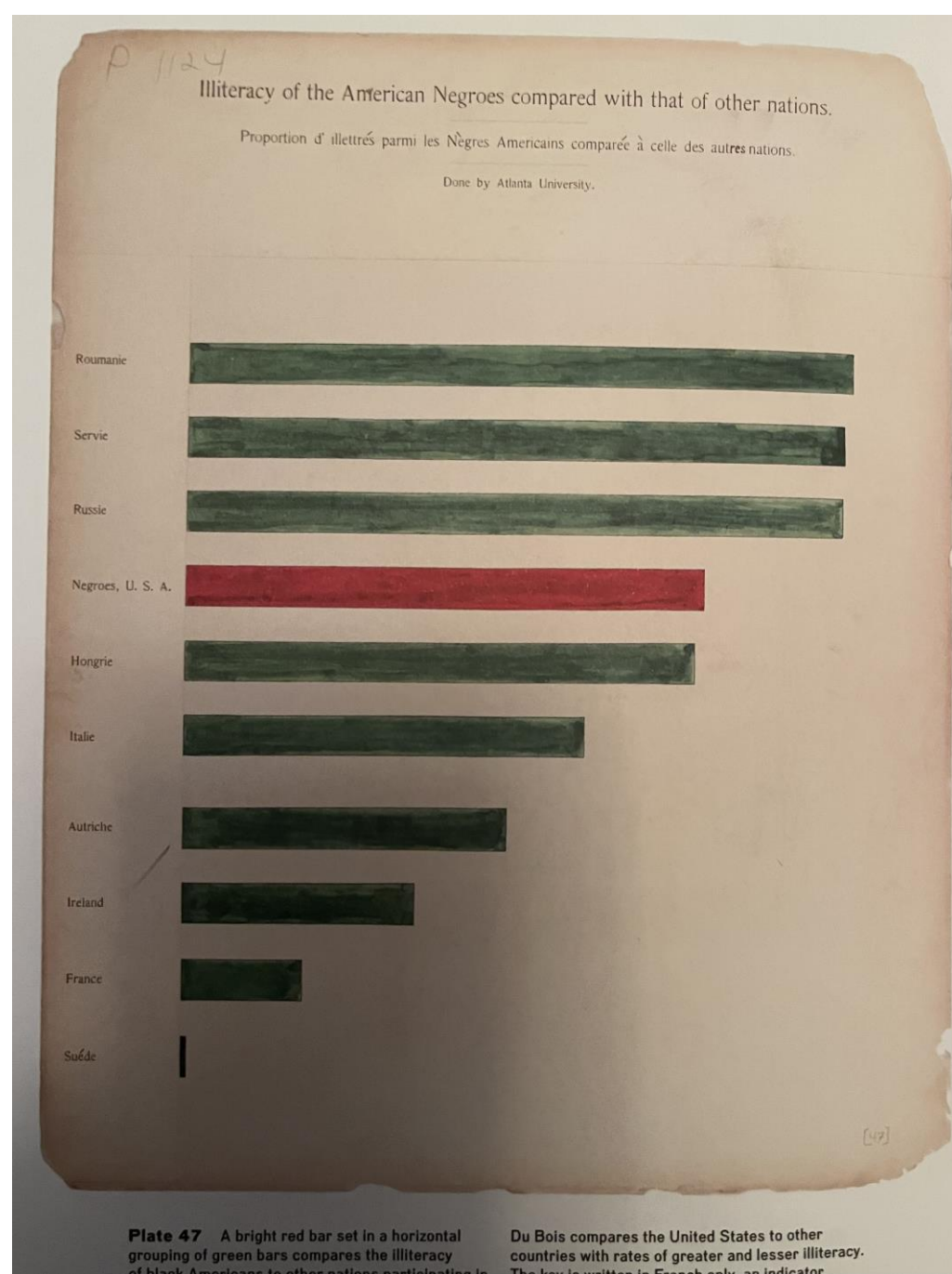


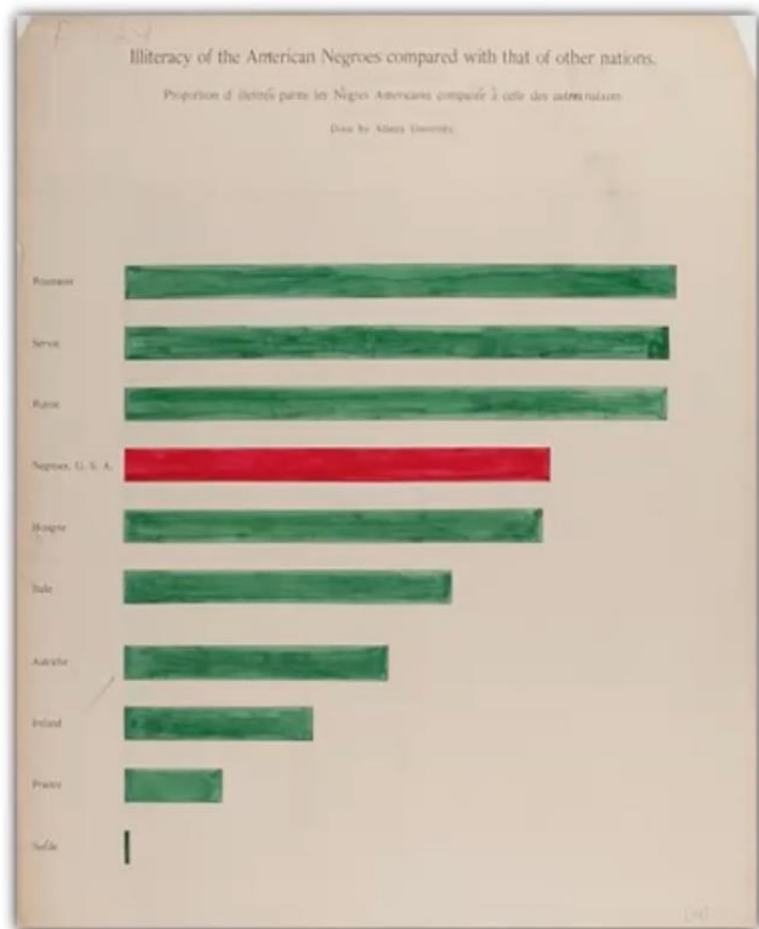
Sheila Brathwaite



Illiteracy rates for Black Americans in 1900 compared to the illiteracy rates of other Paris Expo attended countries.

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CHAPTER ONE: AMPLIFY

Highlight Data

Color a data point with a contrasting color so the main point stands out



Tints and shades of color make the most important parts of the data story stand out. Deliberate coloring on a chart is the first, and easiest, formatting applied before adding any further elements.

Use color to subdue contextual information, highlight primary information, and to group and associate data across the chart.

* Example from the Nancy Duarte's book, DataStory



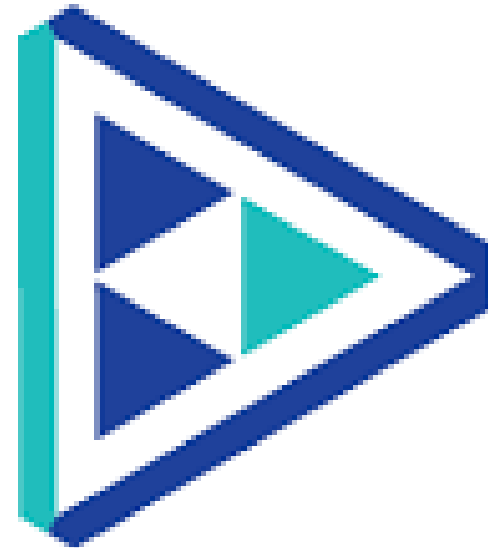
Sedaca, Brian

Story 2: A Social Media Story
S&P Global attends the National Black MBA
Association Conference and Career Fair

FORWARD

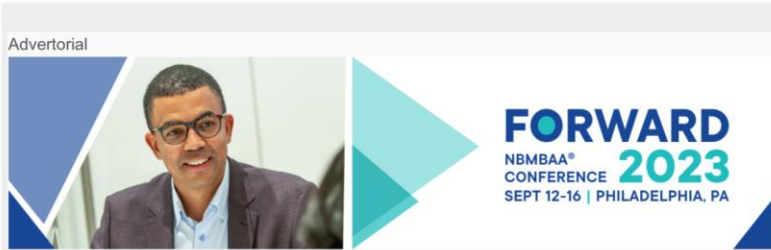
NBMBAA®
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RE: Connect with S&P Global at 2023 NBMBAA Conference!

PDF - 636 KB



S&P Global

William P.
Senior Director, Finance Program Management
S&P Global, Finance

**What you learn here
will resonate everywhere.**

At S&P Global, our purpose is to accelerate progress.
We firmly believe that enriching our people's work experiences



nbmbaa Search LinkedIn

PDF - 7.9 MB



Sheila Brathwaite (She/Her) • You

Head of S&P Global Diversity Content Marketing, (Opinions are my own) Pr...
2d •

Using real life scenarios at the National Black MBA Association's Annual Conference and Exposition, VP, Head of Corporate Advocacy, Cheryl Baxter and VP, Head of People Solutions, Tiffany Clark, delivered an impactful session on the nuances of sponsorship and mentorship, two critical relationships that will propel your career.

Interested in learning more about S&P Global, visit us at booth #513. [#nbmbaa](#) [#spglobal](#) [#forward23](#) [#spglobalproud](#)



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457,954 followers
1w •

We are excited to announce our attendance at the [National Black MBA Association](#) 45th Annual Conference & Exposition.

Enriching our people's experiences through strategic DEI partnerships is essential to how we Accelerate Progress. Visit us next week at booth #513 to learn more about our purpose, values and career opportunities we offer. We look forward to meeting you!

[#SPGlobalProud](#)

S&P Global

**We open doors.
So you can
reinvent
what's possible.**

Seek & Prosper



Dimitra Manis (She/Her) · 1st
EVP, Chief Purpose Officer, S&P Dow Jones Indices LLC Board; S&P Globa...
2d · Edited · 🌐

What a fantastic day at this year's #NBMBAA conference in Philadelphia! Our S&P booth was filled with fabulous volunteers who gave their time to meet hundreds of candidates. While walking the conference floor, I was delighted to catch up with some former colleagues **Michael Bowes** and **Kayelyn Wright** which warmed my heart. The **S&P Global** team has been holding information sessions and connecting with so many incredibly talented professionals. We also celebrated our very own **Cheryl L. Baxter, MBA, Esq.**, who is this year's recipient of the NBMBAA's Naylor Fitzhugh Award of Relevance. This award recognizes exceptional contributions towards self-improvement and involvement in various business, educational and professional organizations within the Black community. Cheryl's exceptional contributions include work with the NBMBAA, HBCUs and S&P Global's Diversity, Equity and Inclusion team. Congratulations Cheryl on this well-deserved recognition and thank you to the **NBMBAA** for your continued partnership. #spglobalproud



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Love Comment Repost Send



Girish Ganesan (He/Him) · 1st
Global Head of People for S&P Global Ratings, ESG and Digital Technology...
1d · Edited · 🌐

45th **National Black MBA Association** Conference in #Philadelphia was bigger and bolder! 85 of our **S&P Global** colleagues attended the conference and we had the privilege of connecting with over 200 talents. Our partnership with ...see more



Ashley Mathis, M.Ed. and 187 others · 5 comments · 2 reposts



Organic Social Media Post Submission Form

Note: this form is only for organic social media posts that are to be published on the Corporate Social Media Accounts. The current social media accounts are LinkedIn, Twitter/X, Facebook, Instagram and YouTube.

Date of post: 9/6/23 and 9/12/23 or 9/13/23

Time and Time Zone: Eastern Time Zone, AM posting preferred/Anytime

Is your request part of a campaign or is it a one-time post? Please explain: The post is a multiple day post calling for attendees to the NBMBAA to attend our booth to apply for positions across our divisions at S&P Global.

LinkedIn / Facebook / Instagram post/ Instagram Story Social Copy (include the hashtags):

At S&P Global, our purpose is to accelerate progress. We firmly believe that enriching our people's work experiences brings us closer to fulfilling our purpose. To glimpse our development opportunities, we invite you to visit us at booth #513 at the NBMBAA.

<https://nbmbaaconference.org>

#SPGlobalProud

#SPGlobal

#SPGlobalPeopleFirst

Character Limits: LinkedIn is 3,000. Facebook is 2,000 and Instagram is 2,200. The average recommended character limit is around 400 characters.

Twitter/X Copy (include the hashtags):

At S&P Global, we firmly believe that enriching our people's work experiences brings us closer to fulfilling our purpose. Find your purpose at the NBMBAA. We look forward to seeing you at Booth #513.

<https://nbmbaaconference.org>

#SPGlobalProud

#SPGlobal

#SPGlobalPeopleFirst

Twitter/X character limit: 280 characters **including** link and hashtags. A link automatically takes up 23 characters.

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Key Take Aways

Be authentic in your storytelling. Your audience will tell if you aren't.

Know your audience and why you are sharing your story. Use the 5 W's in your ideation.

Additional resource: John Livesay: [The Sale is in the Tale](#)

Reflections for homework

Who are you?

What is your story?

Do your communications align with your organization's values?

Who are your different audiences?

Q&A