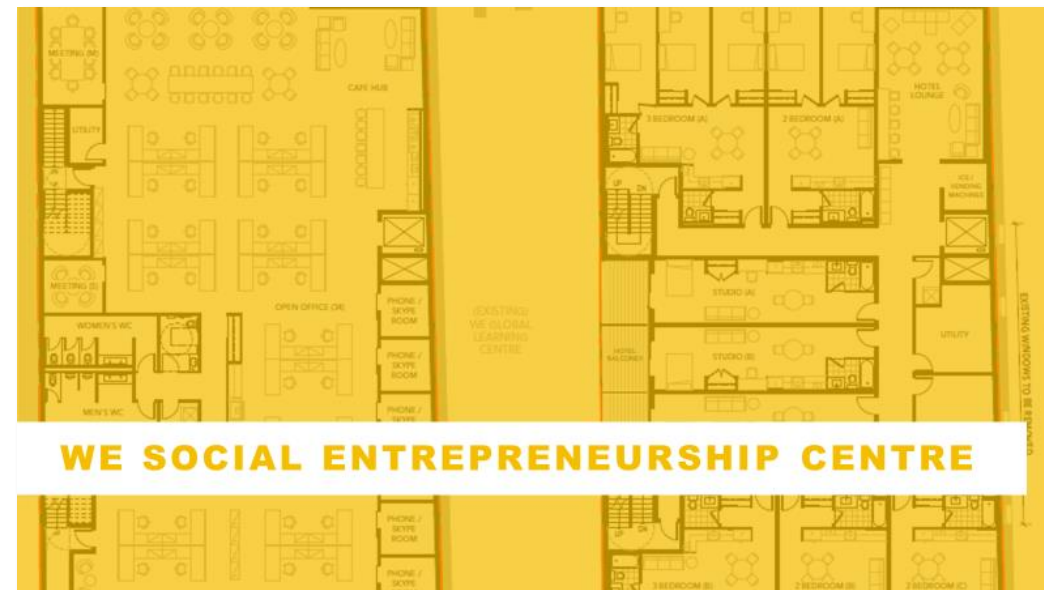


# PITCH DECKS





## PART ONE: Alignment



As we look to the future, we envision a partnership that builds on your incredible passion for **doing good**, in a way that is also **good for business**.

Lululemon is invited to join a limited group of WE Well-being partners, while being recognized as **the essential place** for consumers looking to create transformational outcomes for themselves and others.



## Alignment

We are a global movement of local actions.



You are a global network of stores that supports the needs of their local communities.



## The core idea



Our partnership will embed easy ways for customers to be their best selves by supporting their own well-being and the well-being of the next generation into every purchase. Our core idea will center on **WE Well-being** and embedding good into every purchase.







## Live Nation empowers the world through music.

### WE can help.

- A meaningful platform for Artists to showcase causes they are passionate about
- Engaging content for your channels and audiences
- Fostering life-long concert-goers
- Empowering communities through local and global employee engagement

### The future of doing good is where everyday choices make the world a better place.

ME to WE is a social enterprise that enables people to live by their values by offering socially-conscious products and experiences.

At least 50% of annual net profits are donated to WE Charity and the remainder reinvested to grow the enterprise.

Gifts & consumables | Trips | Track Your Impact



### We're vertically integrating the cycle of inspiration to impact.

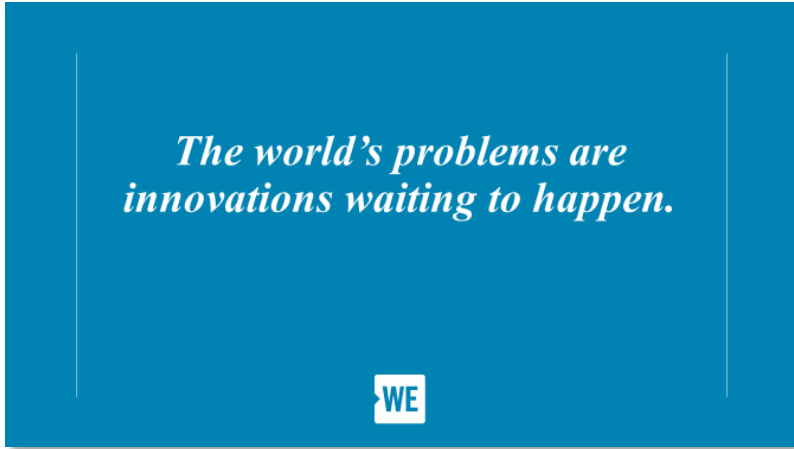
Inspire millions through  
incredible live experiences



Leverage the private sector  
and entrepreneurship to  
sustain and multiply social  
impact and amplification



Build year-round framework  
to empower anyone to turn  
that inspiration into  
measurable, social impact



*School programs*

**Global impact**

Reach:

- 18,400 Schools and groups
- 5.3M+ Total youth reached
- 46,200 Engaged educators

Student impacts:

- 11.6M+ Hours volunteered

\*Social Value = total funds raised for local and global causes + value of the weight of food collected + the value of hours volunteered

**\$321,017,813**  
Annual social value created\*







**Problem**

The demand for child and youth mental health support far exceeds the ability of current clinical, community-based and school district response systems.

WE Well-being

**Solution**

We need a revolution in well-being that's youth-focused, sustainable and ready now.

WE Well-being

02

The plan

WE Well-being

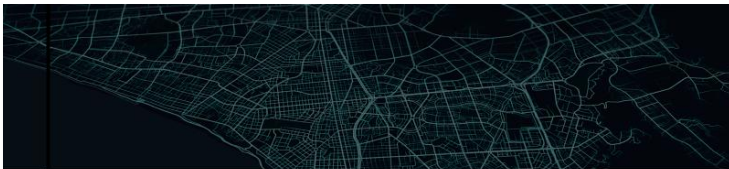
**Youth well-being ecosystem**

**Building an ecosystem**

We're youth-focused but our mission is to build an ecosystem of support by developing programming that empowers everyone, from students to CEOs.

We are strategically reaching people by meeting them where they already are: in school, at home, at work, while shopping and online.

WE Well-being



■ **Together, we'll move the world.**

The world is in motion and Uber is driving. As you launch Uber Rewards, we invite you to **embed doing good into every ride.**

WE offers a low cost, high emotional value way of empowering local and global social impact that is measurable and sustainable.

Infuse ME to WE Impacts into the Uber journey, giving people an easy way to impact the causes they care about most and build community around shared impact goals.

## Table of Contents

- 1. ME to WE Impacts  
It's easy. It's tangible. It's good for business. It's the future of doing good.
- 2. Promotion engines  
The world will recognize Uber as a force for good.
- 3. Moving forward  
Where we go from here

**01 About ME to WE Impacts**  
It's easy. It's tangible. It's good for business. It's the future of doing good.

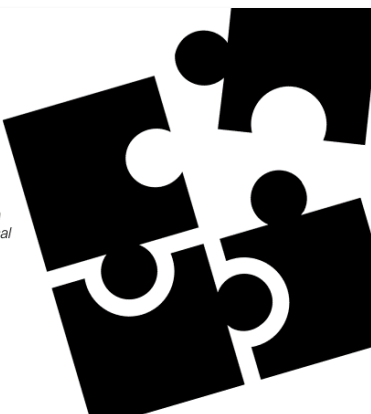


In an age when you can track everything on your Smartphone - caloric intake, daily steps, coffee purchases, stock portfolios - you should be able to track your social impact.

■ **What is an 'impact'?**

Our micro-contribution model breaks social impact into bite-sized, and easily achievable "Impact Units" (e.g. a pencil, clean water for a family or mental well-being resources for a local class).

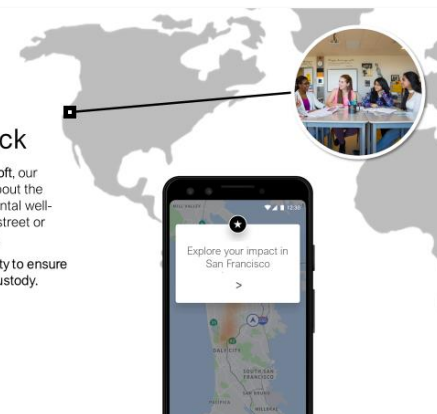
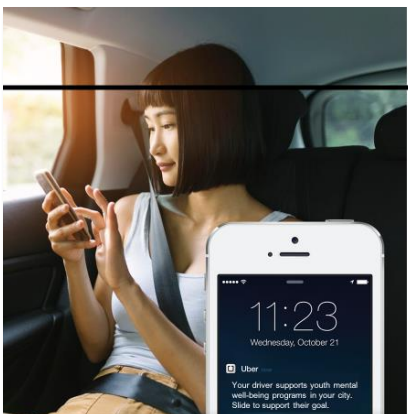
It's like a puzzle and every Uber passenger contributes to the bigger picture.



■ **Impact you can track**

Developed in partnership with Microsoft, our program allows consumers to learn about the impact they make—whether that's mental well-being resources for a class down the street or education for a child across the world.

All impacts are delivered by WE Charity to ensure a transparent and effective chain of custody.

■ **Low cost, high emotional value**

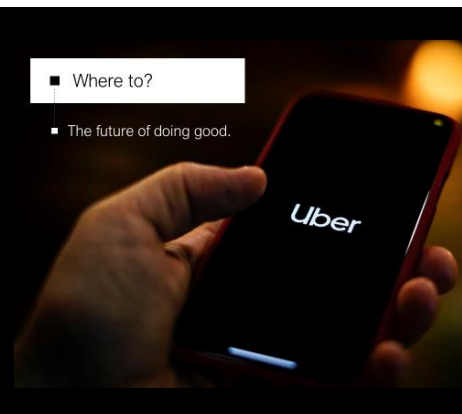
- ✓ Leverage existing technology
- ✓ Create a sense of community with communal impact goals
- ✓ Drive brand affinity and differentiation
- ✓ Appeal to Millennials and Gen Z
- ✓ Low cost per impact
- ✓ Automatic burn option through pre-pledging helping to reduce points liability

**The future of doing good**

is where everyday choices make the world a better place.

■ **Where to?**

■ The future of doing good.



**Uber WE**

For more information, please contact:

# THE STYLE BOOK

andrew moss  
TRANSFORMATION COACH

## PROJECT SCOPE

### Deliverable

An outreach tool for potential private coaching clients, delivered as a polished deck (approx. 5 slides) with a few additional multi-purpose template slides for future use (additional programs, LinkedIn content, etc).

Final approved deliverable completed before EO August.

### Outline

- Title Page
- About You (client)
- About Your Project
- Measures of Success
- Proposed Program
- The Fine Details
- About Me
- Agreements
- Signatures

andrew moss  
TRANSFORMATION COACH

## STYLE GUIDE



Welcome! Around here, possibilities look different.

The Andrew Moss brand is defined by what can be achieved when the mind is unleashed. It comes to life through a visual identity that tells the viewer they've left the world of rat races and limitations. Starting now, possibility looks different.

The voice is one that flows with thoughtful candor and unrestricted ambition. Inspirational yet clear, it speaks of a new mentality—one that unlocks previously unimaginable wisdom and creativity.

A calm colour pallet invites the viewer to let their guard down while water imagery serves as a symbol for power our choices have, if only we make them.

Font: Century Gothic

andrew moss  
TRANSFORMATION COACH

andrew moss  
TRANSFORMATION COACH



# KEYNOTES

WHO MAKES  
**CHANGE?**



**YOU**(TH)

ASKING FOR HELP ISN'T A SIGN OF WEAKNESS,  
**IT'S A SIGN OF STRENGTH.**

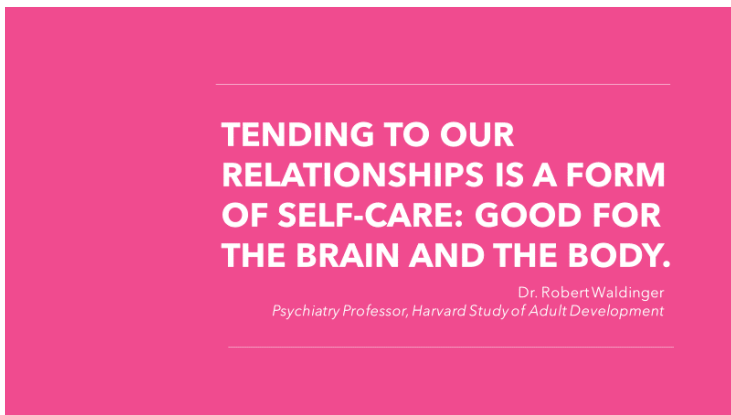
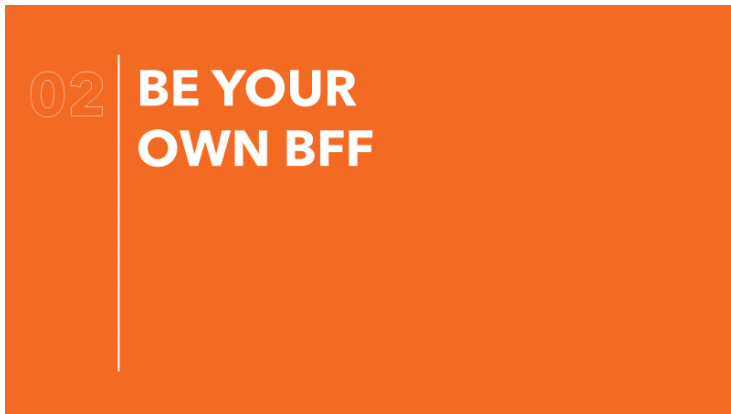
Barack Obama

**CAN CREATIVITY BE TAUGHT?**



(George Land and Beth Jarman, *Breaking Point and Beyond*, San Francisco: HarperBusiness, 1993)

**WHY ME?**  
not







We have a once-in-a-generation opportunity to truly move the dial on mental health.



**77,683+** Cumulative positive impacts in communities around the world



# REPORTS





# Communication Development Plan

PREPARED FOR MBAS834    JUNE 5<sup>TH</sup>, 2020    VICTORIA MORTON

## Strengths

SECTION ONE  
CURRENT ASSESSMENT

### DELIVERY

*Authenticity* is a core personal value so I always aim to have it come through when I speak. Graded feedback for the Personal Branding Presentation noted that I appeared “relaxed, warm and confident”. I firmly believe in not over scripting content that is to be delivered verbally. This contributes to a warmer *presence* and sincere tone. However, this comes at the cost of sometimes losing my content structure, which is detailed in my Areas to Improve. Peer feedback on my Norman Rogers Presentation also commented on my *ethos*, describing my delivery as “confident” and “competent”. Whether on stage, on camera or in a meeting, public speaking feels as though every layer of my anatomy has an uncomfortably high electric voltage going through it. While I have yet to correct the anxiety itself, the resulting tenseness seems to come off as confident and alert. This accomplishes one half of the desired “*controlled passion*” discussed in Session 2 of class. Achieving the other half is discussed in “Areas to Improve”. Peer feedback (Norman Rogers) also noted that for *posture* I was “sitting tall but still looked relaxed” and that the hand gestures were subtle enough not to be distracting.

### CONTENT

Earlier this year I participated in a study on the experiences of young women in leadership. In this study I commented on feeling like I always need to have a bibliography with me, even when talking about something I know (*Leading Together*, pg. 17). An extension of this feeling has led to taking a very conscious approach to *weasel words* such as “I think” and “I believe”. This is to create audience *trust* by making it clear when something is my anecdotal opinion versus a researched-based conclusion.

Framing my comments to build and maintain *credibility* stems from advice I received during my time in student government. While now a bit dated, the result can be seen in my debate with the Canadian Federation of Students *here*. At 1:10 and 12:43 I demonstrate the difference sources of credibility (pulling first from research and then from my personal experiences). It’s worth noting that at the time of the debate, I had just led the creation of a detailed report on the relationship between our two organizations. This allowed me to easily recall facts as needed without reading the safety paper I had brought with me.

I’ve learned to find strength in knowledge gained not only from research but also from my lived experiences. The result has been a strong grasp of how to blend *ethos*, *logos* and *pathos*. In the Norman Rogers presentation, I suggested that we include the Ken Wong quote (*Data Visualization*, 1:20) to humanize the correlating data. In my section, I included the note about Transport Canada certifications in a visually prominent way to enhance the sense of credibility.

Two more tangible content pieces that I consider to be strengths are:

- **Rule of three:** I have a demonstrated ability to organize information into logical “pillars”. This is seen in Norman Rogers where I used three icons with aligning points, my Personal Branding Assignment as well as this assignment.
- **Visual aids:** I’m not a graphic designer but I’m able to create effective visual aids using basic design principles like contrast, repetition, proportion, etc. As a Business Development Strategist for WE, I became recognized as the pitch deck guru. Many of my materials continue to be used as organization-wide templates and the Co-Founder moved me into the Executive Office in art so that I could work on their decks moving forward.

VICTORIA MORTON | MBAS834

## Areas for Improvement

SECTION ONE  
CURRENT ASSESSMENT

### CONTENT

Communicating through pre-prepared content is a strength but that skill doesn’t carry over into *impromptu communication* such as elevator pitches, giving feedback and answering Q&A’s. This is an extension on what has already been stated in the Presence subsection above (trailing off and weasel words) with the added areas of improvement being *rambling* and weak thought *clarity*. An action plan guided by Leadership Communications chapter 6 (pgs. 151-152) is outlined in Section Two of this report.


### AUDIENCE

As workplace norms rapidly change, it can be a challenge to find *the right balance* between *creativity* and the right degree of *professionalism*. In my Personal Brand Assignment reflection, I noted my intentional choice to not wear a blazer given the creative role I was mock interviewing for.

In my early days as an “over-achiever”, I dressed and behaved overly professional in a way that I believe to have hindered my ability to build authentic relationships.

In the years following I’ve found that inserting casual language and youthful slang where it’s not expected can disarm and relax my audience. When sitting on the Board of Governors at Ryerson I would make jokes with senior donors and they seemed to really appreciate it, presumably because most people are too nervous to relax around them. With that said, if someone were to not appreciate that communication style, I doubt that I would be explicitly given that feedback so much as just not invited to future events.

Our new digital-first setting makes it increasingly difficult to distinguish what classes/events call for a more formal tone and dress. Our textbook comments on determining your own style and suggests looking to leaders for inspiration but to ultimately craft a voice that’s unique to you (Leadership Communication, Pg. 64, Exhibit 3.5). Beyond mastering the correct *register*, I don’t feel as though I’ve found my unique voice just yet.



VICTORIA MORTON | MBAS834



# APPENDIX

VICTORIA MORTON | MBAS834



# The Empowerment Series

Brilliance is evenly distributed, **opportunity is not.**

The Merit Award's 25-year history of high school bursary programs has created a system of identifying and supporting individuals in underserved communities who have the drive to reach their full potential.

The Empowerment Series is a pilot project that seeks to fill resource gaps faced by those from lower socioeconomic backgrounds. The Series consists of three 2-hour workshops for our past award winners, scheduled to run monthly from January to March of 2020. Each session tackles a challenge our recipients have faced by equipping them with the actionable knowledge and skills.

## Defining Yourself (January)

A multi-generational, multi-cultural discussion led by those with lived experience on navigating societal expectations with reflection activities that encourage us to identify our own values and passions.

## Advocating for Yourself (February)

A session that will provide practical insights and tips on advancing your career, from understanding basic employment contracts to negotiating your salary and overcoming imposture syndrome.

## Defending Yourself (March)

A proactive and holistic guide to avoiding and defending against sexual assault including an empowerment self-defence class followed by an introduction to your legal options and personal well-being resources in Toronto.

Merit Award Bursary Program is a registered not-for-profit that seeks to support underserved youth to continue and further their education. For 25-years, the volunteer-run organization has provided over \$1.2 million in micro-bursaries and other resources to students at the most underfunded high schools in Ontario, rewarding community involvement and incentivizing the continuation of their education.

The Empowerment Series is run by and made for all Merit Award alumni.

# The Empowerment Series

Powered by  
MERIT  
AWARD

The  
Empowerment  
Series

MERIT  
AWARD

WHY

WHO

WHAT

WHEN

The Empowerment Series is open to all past Merit Award recipients and we're planning for approx. 30 participants per session.

Recipients of the Merit Award have demonstrated resilience and perseverance in pursuit of their education and the betterment of their community.

♀ **2,540** Passed Merit Award recipients

💰 **62.5%** Report a family household income below \$60,000

👤 **79.2%** Are 1<sup>st</sup> or 2<sup>nd</sup> generation immigrants

Source: 2018/19 Merit Award Recipient Survey

The  
Empowerment  
Series

MERIT  
AWARD

WHY

WHO

WHAT

WHEN



**January 25**

**Define**

A multi-generational, multi-cultural discussion led by those with lived experience on navigating societal expectations with reflection activities that encourage us to identify our own values and passions.

**February 29**

**Advance**

A session that will provide practical insights and tips on advancing your career, from understanding basic employment contracts to negotiating your salary and overcoming imposture syndrome.

**March 28**

**Defend**

A proactive and holistic guide to avoiding and defending against sexual assault including an empowerment self-defence class followed by an introduction to your legal options and personal well-being resources in Toronto.

\*All dates are tentative

The  
Empowerment  
Series

MERIT  
AWARD

WHY

WHO

WHAT

WHEN

The Merit Award's 25-year history of high school bursary programs has created a system of identifying individuals in underserved communities who have the drive to reach their full potential.

But we know that accessing post-secondary education does not holistically address the realities our Alumni face.

We're piloting a new initiative designed to help fill the resource gaps, including:

- Self-defense and what to do if you are assaulted
- Advocating for yourself in the workplace
- Defining yourself in the face of societal expectations

Brilliance is evenly distributed,  
**opportunity is not.**

The  
Empowerment  
Series

MERIT  
AWARD

WHY

WHO

WHAT

WHEN

The Series consists of three 2-hour workshops, scheduled to run monthly from January to March of 2020.

Each session tackles a challenge faced by our recipients by equipping them with the actionable knowledge and skills.

The Series is run by and designed for women, recognizing that the topics disproportionately effect women. However, individuals of all gender identities are welcome.



The  
Empowerment  
Series

# Thank you!

[victoria.m.morton@gmail.com](mailto:victoria.m.morton@gmail.com)