



COMMUNITY-BASED EVENTS

CULTURE FOR CHANGE CONFERENCE

DETROIT, MI

The Culture for Change Conference is a multi-day professional development experience providing mission-driven individuals with an opportunity to deepen their leadership skills, strengthen their organizations' cultures, and explore new ways to serve their communities. Launched by Strategic Community Partners (SCP) in 2020, the conference attracts leaders from organizations of all sizes to facilitate sessions tailored to the needs and interests of modern changemakers.

INSPIRING THE CONFERENCE

As a result of SCP's work with local and national nonprofit and community-based organizations, our team has seen the impact these groups can have through their work. However, we also realize that an organization is more than just a name; it is a team of mission-driven individuals who envision change and work toward a common goal for their community. SCP cares deeply about people and recognizes that management and organizational culture are critical components of the mission-driven employee experience.

Based on feedback directly from our partners and community, SCP launched Culture for Change to help ensure mission-driven professionals have the tools and resources they need to own their leadership journeys and create productive and equitable work environments.

YEAR ONE OVERVIEW (2020)

Preview Series

In preparation for the inaugural Culture for Change conference, Strategic Community Partners launched the Culture for Change Preview Series to help meet the evolving needs of non-profits and community organizations during the COVID-19 pandemic. Based on community input, the series featured interactive discussions on a wide range of topics including maintaining mental and physical health during quarantine, strategies for working remotely, engaging with and in the community beyond COVID-19, and the importance of the 2020 U.S. elections.



4 Interactive virtual sessions



200 Participants



10 Panelists



800+ Additional community members engaged through digital content

2020 Culture for Change Conference

The inaugural Culture for Change Conference was held virtually in September 2020. Though the conference was originally scheduled to take place in person, the COVID-19 pandemic forced a rapid strategic shift in the conference structure in order to meet the evolving needs of our participants. The virtual format allowed attendees to engage in meaningful professional development programming while staying safe. Sessions and speakers covered a wide range of topics over the conference's four days of programming.



4 Days of Programming



19 Virtual Sessions



17 Speakers



60 Participants
Representing **40+** Organizations



700 Additional community members engaged through digital content



YEAR TWO OVERVIEW (2021)

Building on the success of the inaugural event, the Culture for Change Conference returned in June 2021 with a fresh lineup of speakers and an even more engaging experience tailored to the needs of modern changemakers. The virtual three-day format and mid-morning sessions helped to create a flexible schedule for attendees that could be more easily adapted to remote working situations.


The 2021 conference was also hosted through Accelevents, a versatile online events platform with a robust set of tools and features. Within the customized platform, attendees could easily switch between sessions and keynote rooms, access networking lounges, and build their own conference schedules. Recordings of all sessions and keynotes were also made available immediately after their conclusion.

Sessions and speakers covered a wide range of topics over the conference's three days of programming:


DAY ONE

Leadership and Management

KEYNOTE SPEAKERS



Cara Binder-Kopchick
Director
Samvid Ventures



Abbie Spector
Senior Associate
Samvid Ventures

EQUITY SESSION

Understanding Implicit Bias
Amy Johnson
Executive Director
Project Implicit

SESSIONS

How to Have Hard Conversations
Laura Khalil
Founder, Brave By Design

Recreating the Wheel: Pivoting From How It's Always Been Done
Diana Roginson
Co-Founder and COO
Rebel Nell

Leading by Example
2020 Community Impact Incubator Cohort

The Advantages of Diversifying Your Network
Dwan Dandridge
Co-Founder and CEO
Black Leaders Detroit

DAY TWO

Organizational Culture

KEYNOTE SPEAKER



Elnian Gilbert
Trainer and Keynote Speaker
Zingerman's Training

EQUITY SESSION

21 Day Equity Challenge Panel
United Way for Southeastern Michigan

SESSIONS

Fearless Feedback (Or At Least Feedback with Less Fear)
Kim Driscoll
Technical Trainer & Enablement Manager
Duo Security / Cisco

Recruiting and Retaining Diverse Talent
Dan Ngoyi
Vice President of Talent Acquisition
Rock Central


Creating a Culture to Give Back
Challenge Detroit

Restorative Culture
Keisha N. Allen
Executive Director
BFDI Training Institute

DAY THREE

Collaboration

KEYNOTE SPEAKER



Monica Marie Jones
Mindset Coach
Monica Marie Jones Coaching

DEEP WORK SESSION

Into the Cave
Jeremy Redleaf
Co-Founder
Caveday



2021 Culture for Change Conference By The Numbers



3 Days of Programming



14 Virtual Sessions



26 Speakers



65 Participants
representing **8** states and
2 countries



40 Organizations represented



900+ Years
of collective attendee work
experience

OUR IMPACT

In its second year, the Culture for Change Conference continued to evolve in order to meet the needs of modern changemakers and mission-driven leaders. The three-day format and our new interactive online event platform allowed attendees to engage in a more robust virtual experience while still remaining flexible for their other personal and professional responsibilities. Each attendee also received a collection of follow-up materials, including actionable next steps, session recordings, and presenter contact information to help share their learnings with their teams, organizations, and communities.

Above all, attendees continued to find the sessions and materials useful and effective in their work. According to our post-event polling, 98% of attendees agreed that they enjoyed the information shared in their sessions and 100% reported that they felt more confident in their role as a changemaker as a result of attending the conference.

As the Culture for Change Conference continues to grow its national community of changemakers, our team remains committed to expanding the opportunities available through the brand and finding new ways to engage mission-driven professionals with programming and resources throughout the year.