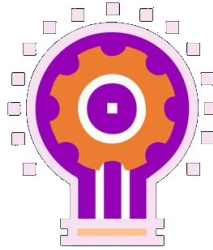


Equity



Through Action

COMPANY PROFILE

Leadership, culture, and strategy that move organizations forward.

HUMANITY · INCLUSION · GROWTH · ACTION

PREPARED BY

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Who We Are

Equity Through Action (ETA) is a full-service, Black, LGBTQIA+, woman-owned consulting firm working at the intersection of learning, culture, and innovation. For more than a decade, and with over 50 years of combined experience, we have helped public-serving, mission-driven organizations strengthen leadership, governance, culture, and strategy. Our approach is humanity-centered, strengths-based, and built to last well beyond the engagement.

We design and facilitate the work that helps your team move forward with clarity and confidence: board and staff retreats, executive team alignment, cohort leadership programs, strategic planning, coaching, and culture and belonging initiatives. Whatever the moment calls for, we meet you where you are and build on the strengths already in the room.

Why teams choose ETA

- **Deep experience with mission-driven organizations.** We help public-serving teams navigate power dynamics, cross-functional collaboration, governance transitions, and growth with confidence.
- **Strategy that becomes action.** We translate big goals into clear plans with defined ownership, decision rights, and the support to follow through.
- **Tools your team keeps using.** We leave behind frameworks, language, and habits that strengthen your organization long after our work together ends.

“ETA knows people. They excel in bringing teams together for a unified purpose while leveraging the specific contributions of each member. They are skilled communicators with a remarkable ability to explain challenging concepts.”

CIO LEADER

How We Partner

We treat every engagement as a shared process. Together we listen, test ideas, reflect, refine, and share what we learn, so your team can move into its next chapter with clarity, alignment, and confidence.

Co-design. We build a scope of work with clear outcomes and a session arc shaped around your goals, context, and strengths. You help steer from day one.

Implement with care. Delivery is hands-on and flexible. It may include diagnostic listening, board and staff retreats, leadership labs, cohort programs, strategic planning, coaching, and real-world experiments, all chosen to fit your moment.

Build connection and belonging. We strengthen the relationships, shared language, and trust across teams, boards, and leadership that hold strong under pressure and make inclusive cultures possible.

Measure what matters. Pulse checks before and after, signal reviews, and a concise synthesis show what shifted and guide your next steps and future investment.

Signature frameworks

A.R.M. (Acknowledge, Reframe, Model). We help teams name what is real, reshape how they think and communicate, and practice new habits that reflect the outcomes they want. Teams report greater self-awareness, stronger communication, clearer roles, better productivity, and measurable goals.

GRASP (Goals, Roles, Actions, Strategies, Priorities). A simple, durable structure for turning strategy into action, with clear owners, milestones, and a path everyone can see.

What We Deliver

Working with ETA leads to more inclusive practices, stronger leaders, deeper engagement, and better organizational performance. Our services flex to your scope and can be delivered virtually or in person.

Skill-Building Programs. Interactive trainings and multi-session series on inclusive leadership, workplace culture, communication, and decision-making that elevate your team's everyday practice.

Staff Advances, Retreats & Meeting Facilitation. Curated retreats and facilitation that align people around a shared purpose and send everyone home with clear next steps.

Coaching & Mentorship Programs. Executive coaching, group coaching, and structured mentoring that build authentic, effective leaders and grow talent from within.

Workplace Audits, Assessments & Surveys. Organizational audits, pulse and competency surveys, and pay equity analysis that surface clear, actionable insight.

Strategic Planning. Facilitated planning that clarifies goals and roles and produces a plan your team will actually use.

Selected engagements

- **American Association of University Women (AAUW).** Organizational assessment, community focus groups, survey analysis, a guided culture shift, and customized board trainings for a national membership organization.
- **Generation Hope.** Organizational assessment, focus groups, survey analysis, culture-shift guidance, and board development for a national nonprofit.
- **City of Mountlake Terrace and East Bay Municipal Utility District.** Customized leadership development, communication, and trust-building for local public officials.
- **Leadership Tomorrow.** Program and curriculum design for two leadership programs serving cross-sector leaders across public, nonprofit, and government sectors.

"ETA understood the dynamics of our organization and tailored the training to match our needs. It was challenging, thought-provoking, and left me wanting more."

TRAINING PARTICIPANT

Investment

We price for impact and for transparency. The ranges below offer a helpful starting point as you plan a budget. Your final investment depends on the number of participants, the degree of customization, and how many sessions you bundle together, and it is confirmed in your proposal and service agreement.

Professional rates (USD)

Rate basis	Rate	Applies to
Principal-led professional services	\$295 per hour	Advisory, design, and facilitation
Additional facilitator in the room	+\$150 per hour	Second practitioner, when scoped
Individual or executive coaching	\$350 per hour	Beyond any bundled coaching hours
Confidential stakeholder interview	\$150 each	Billed only when completed

Per-session investment guidance (USD)

Session length	Virtual	In person (+15%)
90 minutes	\$3,800 to \$4,550	\$4,375 to \$5,225
120 minutes	\$4,400 to \$5,600	\$5,050 to \$6,450
180 minutes	\$5,600 to \$7,000	\$6,450 to \$8,050
Half day (up to 4 hours)	\$9,000 to \$12,000	\$10,350 to \$13,800
Full day (up to 7 hours)	\$13,000 to \$18,000	\$14,950 to \$20,700

Typical engagement investment (USD)

Engagement	Typical range
Single skills session (90 minutes)	\$3,800 to \$5,225
Half-day retreat or staff advance	\$9,000 to \$13,800
Full-day retreat or staff advance	\$13,000 to \$20,700
Multi-session learning series (4 to 6 sessions)	\$18,000 to \$35,000
Cohort or mentorship program (annual)	\$40,000 to \$60,000
Multi-day leadership institute (2.5 days)	\$37,500 to \$52,000

Good to know

- In-person sessions are priced 15% above the virtual rate to account for preparation, travel time, and on-site delivery.
- Multi-session series, cohort programs, retreats, assessments, and coaching packages are scoped as a bundle, typically 10 to 20 percent below the sum of the individual sessions.
- Hourly rates apply to advisory work and to anything added after a scope of work is signed. Session and bundle pricing covers design, customization, materials, delivery, and follow-up.
- Travel and lodging for in-person work are billed separately or capped by agreement. Ranges scale with group size and customization, and larger groups or deeper tailoring fall toward the higher end.

Our Team

You will work with seasoned facilitators, coaches, and strategists who bring real range and a shared commitment to your success.

C. Marie Taylor (she/her), **Founder and Principal Consultant.** C. Marie founded Equity Through Action to move organizations forward by transforming workplace culture, practice, and policy. With more than 25 years of nonprofit and leadership-development experience, she is known for visionary program design, expert technical assistance for prominent organizations, and a gift for creating safe, equitable spaces wherever she works. She holds an MBA and a BA in Human Relations from Trinity Washington University.

Kameisha L. Bennett (she/her), **Lead Senior and Administrative Consultant.** Kameisha brings deep experience in community building, strategic planning, and capacity building, with a focus on the intersection of health, race, gender, and social justice. She has served as teacher, trainer, researcher, analyst, writer, advocate, and leader, guiding organizations toward sustainable, practical solutions. She holds a BA in sociology and peace studies with a concentration in conflict resolution from Salisbury University and an MA in sociology.

Kalika Curry (she/her), **Senior Consultant.** A Pacific Northwest native, Kalika has more than two decades in education and nonprofit leadership, dedicated to upstream, equity-driven solutions that help every young person thrive. A passionate advocate for restorative justice at personal, interpersonal, and structural levels, she has helped shape local policy and build more inclusive communities.

Shari Davis (she/her), **JEDI Trainer.** Shari is a human capital and DEIB leader with more than 20 years partnering with executives, senior leaders, and teams. She connects human resources, culture, and strategy to build high-performing teams and inclusive cultures that honor every member, leading assessments, strategic planning, and learning experiences that align people with mission. She holds an MS in Human Resource Management and is SPHR and SHRM-SCP certified.

Kelly Leonard (she/her), **Senior Leadership and Brand Strategy Coach.** Kelly is an executive coach, speaker, and business development strategist who helps leaders sharpen their message, strengthen their brand, and build relationships that drive results. A former Fortune 100 vice president with more than 25 years of experience, she has held leadership roles at GE Capital, Kaiser Permanente, and PricewaterhouseCoopers, trained thousands of professionals, and coaches with Goldman Sachs. She holds a BS in Accounting from Virginia Commonwealth University.

References

We would be glad to connect you with partners who know our work firsthand.

Gloria Blackwell

President & CEO, American Association of University Women (AAUW)

(202) 785-7700 · blackwellg@aauw.org

Organizational assessment, focus groups, survey analysis, a guided culture shift, and customized board trainings.

Nicole Lynn Lewis

Founder & CEO, Generation Hope

(202) 656-8704 · nicole@generationhope.org

Organizational assessment, focus groups, survey analysis, culture-shift guidance, and board development.

Carolyn Hope

Deputy City Manager, City of Mountlake Terrace

(425) 774-6204 · chope@mltwa.gov

Customized leadership development trainings.

Bindiya Patel

Executive Director, Leadership Tomorrow

(206) 389-7209 · bindiya@leadershiptomorrowseattle.org

Leadership program and curriculum design for two cross-sector leadership cohorts.

Rischa S. Cole, CMC

Secretary of the District, East Bay Municipal Utility District (Oakland, CA)

(510) 287-0440 · rischa.cole@ebmud.com

Customized communication, trust-building, and organizational development for public officials.

Sample Work

Here is a brief look at how we design and facilitate. These are samples of the session structures, frameworks, and tools we tailor for each partner.

Sample session design: Inclusive Leadership Development

Session focus. Identity and impact, psychological safety, micro-affirmations, equitable meeting and decision practices, and strengths-based feedback.

Session plan

- Warm-in and norms refresh to set a shared tone and community agreements.
- Identity and Impact Lab, applying the A.R.M. approach to connect intent and impact.
- Feedback Clinic to practice supportive, strengths-based cues in real scenarios.
- Micro-skills sprints on equitable meeting design, with one or two on-the-job experiments chosen by each participant.
- Peer-pod reflection to capture learning, name supports, and set a quick check-in cadence.

After the session. Participants meet to advance one applied change, such as redesigning a meeting for voice equity, plus a short pod huddle for accountability.

Outputs and evidence. Personal inclusion commitments, redesigned meeting and communication practices, pod notes, manager signal-check prompts, and a brief belonging pulse.

The GRASP framework

A simple, durable structure for turning strategy into action. Every initiative gets clarity on all five elements before the team commits.

G	Goals. Clear, measurable outcomes we are working toward.
R	Roles. Who owns what, with clear authority and accountability.
A	Actions. Concrete steps, owners, and milestones for execution.
S	Strategies. How we will reach the goals, the path and not just the destination.
P	Priorities. What comes first, what we sequence, and what we set aside.

GRASP considerations

- **Want.** What outcome are we working toward?
- **Why.** Why does this outcome matter?
- **Impact.** What changes when we achieve it?
- **Priority.** What will we prioritize to get there?

Navigating conflict and hard conversations

We give teams practical language for the moments that matter. One favorite is the shift from reacting to responding.

REACTING	RESPONDING
• An immediate, emotional reply • Instinct and learned behavior take over • Little thought for consequences • Comes from a place of panic, shame, or fear	• A pause to evaluate the situation • Naming the emotion, then choosing a mindful reply • Short and long term consequences are weighed • Comes from a place of self-awareness and respect

Examples of responding

- *I hear what you are saying, and I would like to discuss it further when we can both focus.*
- *Thank you for sharing your perspective. I had not considered this approach. Can you say more about your reasoning?*

Our facilitation toolkit also includes conflict-style mapping and the Yes, And / No, Consider technique for keeping hard conversations constructive.



Ready to move your organization forward?

Let's get started.

We would love to learn what your team is working toward and design the right partnership to get you there. When you are ready, we are ready.

C. Marie Taylor, President & Principal Consultant

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