

THE COLLECTIVE CO-OP PLAYBOOK

A GUIDE FOR COMPANIES &
INDIVIDUALS LOOKING TO
PARTICIPATE IN THE IXPC
CREATIVE WORKFORCE PIPELINE



THE
INDIGO & PYRITE
COLLECTIVE

www.ixpc.org

INTRODUCTION

Indigo & Pyrite is a 501(c)3 social enterprise on a mission to foster career and economic mobility for people of color and women in creative industries and entrepreneurship. Its inaugural program is the Collective Co-op, a mutually beneficial accelerator for job-ready, college graduates of color, mid-level advertising professionals of color, and minority- and women-owned businesses.

The Indigo & Pyrite Collective Co-op is a Service-Training Marcom agency that provides experiential learning and development for diverse groups of future and current advertising professionals by solving communications problems on behalf of challenged minority- and women-owned businesses. Through the power of creativity, collaboration, and inclusion, our project-based teams utilize their cross-disciplinary and multi-level skills to create an invaluable service that uniquely benefits all participants.

Our Service-Training Marcom Agency provides experiential opportunities for learning and development that equip today and tomorrow's leaders with the skills to add value to projects and corporate infrastructures.

WHAT IS A SERVICE-TRAINING MARCOM AGENCY?

A Service-Training Marcom [STM] Agency provides marketing services to challenged clients, including advertising, branding, and public relations, and also trains the next and current generation of creative professionals. The IxP STM Agency works closely with agencies, corporate brands and trade organizations to develop 21st Century curriculums and hands-on experiences that teach necessary soft-skills and create unified teams to better serve clients. Our STM Agency also fosters fair recruitment and retention by implementing diversity, inclusion, and equity strategies across levels [Junior, Mid, & Managing Director]. This means the creative workforce will receive the best training and are up-to-date on best practices that optimize innovation.



BACKGROUND

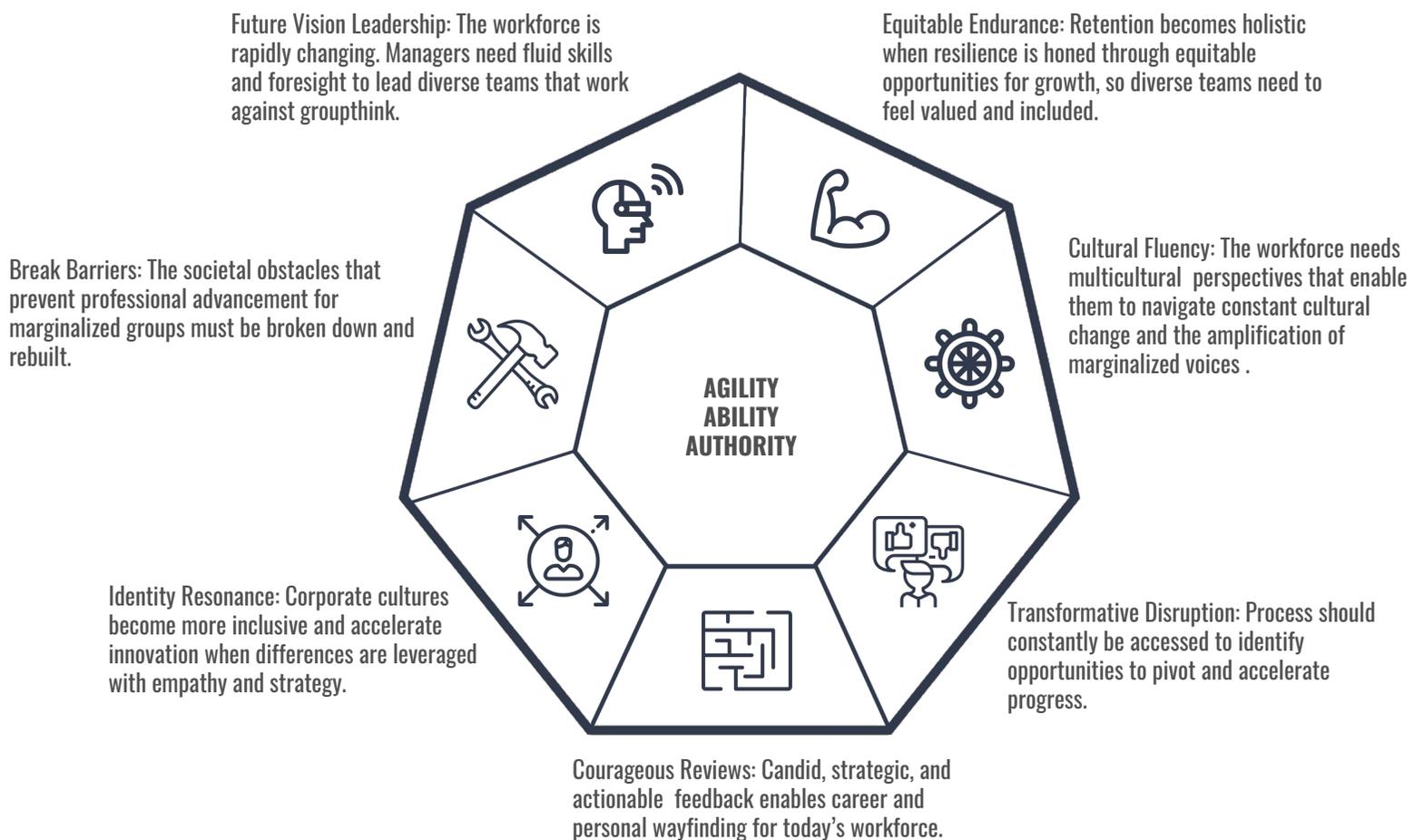
Studies have long shown that diverse talent supports innovation, but many corporations fail to implement package strategies that bridge the gap between theory and reality. When diversity, inclusion and equity are present from entry-levels to leadership positions, companies have robust support in place for innovation.

As it stands, there are diversity, inclusion, and equity deficits at every level across the advertising and marketing industry. Our diagnosis of the problem highlighted specific disconnects that prohibit the recruitment, retention, and development of diverse talent and hinder innovation. When teams are fostered to have the agility, ability, and authority to implement innate and acquired soft skills and insights, innovation is a constant.

OUR PHILOSOPHY

To ensure agencies are places that foster diversity, inclusion, and equity, we incorporate the following pillars into our work-based approach and curriculum.

The IxP philosophy creates a corporate culture that enables multi-level teams to have the agility, ability, and authority to innovate in real-time.



OUR MODEL

The Collective Co-op curriculum is a three-tiered experiential, work-based approach to teaching career competencies and fostering diversity. Our training program teaches job-ready people of color the soft skills needed to enter the creative workforce; teaches mid-level level professionals of color the managerial skills they need to get promoted; and teaches managing directors the skills they need to build and develop inclusive teams.

While being trained, our entry-level cohorts develop creative marketing solutions for challenged minority- and women-owned businesses, under the guidance of our mid-level participants. While our mid-level participants are receiving management training and their managers receive leadership training, they will be coached on creating a retention and development plan that is mutually beneficial.

WE'RE DEVELOPING A DIVERSE, INCLUSIVE WORKFORCE FOR SOCIAL IMPACT AND TO BETTER SERVE CORPORATE CLIENTS

Across the nation, there's an astounding amount of college graduates who majored in advertising-related fields and mid-level professionals of color who are unemployed and underemployed within the advertising industry. Some have participated in Diversity & Inclusion programs that provide exposure to the industry and training through internships and fellowships, but they still face barriers when pursuing entry level and advanced opportunities. The biggest hurdle that leaves talent of color underutilized is relevant experience.

The group that can have the biggest impact on the career trajectories of people of color are managing directors [Account Directors, Creative Directors, Strategy Directors, etc.]. Many were thrown into management roles because of tenure, awards, and client wins--not because of their ability to manage, develop, and lead talent. 'Accidental managers' will need to be trained to lead today's workforce, that is the most diverse ever, mindfully and strategically.

The Collective Co-op was created to provide these current and future advertising and marketing professionals with dynamic opportunities to gain the key experiences and soft skills that are required to thrive within this extremely competitive industry. An STM Agency allows learning and development to happen in a low-risk environment, and strategies learned to be implemented in real-time, without interfering with client-work.



WHY WE WORK WITH M/WBs

Minority and women-owned businesses are notoriously underfunded due to implicit bias. On average, the M/WBs receive 33% less in funding and 10% higher interest rates than white males. The lack of capital often prohibits them from investing in key business elements, like advertising; causing many to fall into the 80% of businesses that fail every year. In gentrified areas, failure for these underfunded businesses is accelerated as incoming businesses with more capital to invest lead many M/WBs to be displaced when they lack the funds and resources to compete.

HOW IT WORKS

The Collective Co-op is a robust program that works to accelerate the goals of the following three groups:

FELLOWS-- Entry-level candidates of color pursuing advertising careers who can showcase the hard skills their discipline requires.

MANAGING RESIDENTS-- Mid-level professionals of color with 5+ years of experience who desire to be managers or Specialists.

MANAGING DIRECTORS-- Directors who are currently managing teams and want to lead with strategies that ensure their teams are inclusive and more productive.

MWBs-- Challenged minority- and women-owned businesses that have a great product/service.

FELLOWS

0- 4 Years Industry Experience

Potential Fellows will be identified through legacy D&I programs. They will compete for Co-op positions during 48-hour Create-athons, where teams will create and answer a client brief and present their creative solutions to a panel of industry professionals. The best participants, across disciplines, will be chosen to be Fellows in the Co-op. For four months, Fellows will be paid to develop creative marketing solutions for small M/W businesses, under the guidance of Managing Residents, while receiving training on the job.

M/WBs

Operating Small Minority- and Women-owned Businesses with a viable product /service

M/WBs will apply to participate in the program. They will be chosen based upon their ability to showcase the viability of their business and their profit & loss statements. Chosen businesses will be assigned a dedicated team who will develop creative marketing solutions for them at a subsidized rate.

MANAGING RESIDENTS

5+ Years Industry Experience

Managing Residents will be sponsored by their agencies and build out their development goals with IxP, HR, and their managers. For four months, Managing Residents will coach and manage Fellows [In-person 2x a week from 6:30p -9p / Remotely 3x a week], while receiving leadership training. Following the four months, they will be coached alongside their managers to develop a two-year succession plan to ensure retention.

21st CENTURY LEADERS

Current Managing Director

21st Century Leaders will be sponsored by their agency and enrolled alongside the Managing Residents that report to them. They will receive training and act as coaches for the Managing Residents that report to them for four months. Following the four months, they will be paired with a coach who will support the implementation of the developed succession plan.

THE COLLECTIVE CO-OP CURRICULUM

Learning and Development is the cornerstone to our program, but since our participants will be hands-on the majority of the time, we are taking a different approach to how we develop. Each participant will be given a curriculum delivered via audio, video, and written materials customized for their goals. Fellows, Residents, and M/WBs will also participate in a series of intimate fireside chats with professionals who can deliver in-depth insight into their roles and answer nuanced questions.

FELLOWS CURRICULUM

- Interpreting and responding to a brief
- Project Management
- Addressing Client Feedback
- Taking Control of Personal Development
- Working as a Contractor
- Assessing Client Needs
- Negotiating & Budgeting
- Optimizing Solutions with Limited Resources
- Developing Client Relationships
- Strategic Planning
- Developing Case Studies

MANAGING RESIDENTS CURRICULUM

- Managing and Developing Talent
- Allocating Talent & Delegating
- Project Management & Budgeting
- Leading without Bias
- Conducting Difficult Conversations
- Motivating Subordinates
- Applying Emotional Intelligence
- Leading Teams
- Managing Up & Managing Down
- How to Review Subordinates

M/WB CURRICULUM

- Strategic Planning
- Budgeting & Creative Investments
- Brand Management & Development
- Product & Service Development
- Critiquing & Responding to Creative Work

21st CENTURY LEADERS CURRICULUM

- Giving actionable feedback
- Creating safe spaces for risk and innovation
- Taking advice and implementing feedback
- Empowering team during a crisis
- Allocating Authority
- Fostering inherent and acquired diversity, inclusion, and equity

MEASURING IMPACT

The Collective Co-op measures success using quantitative and qualitative metrics for each group that the pipeline serves. While the program operates in 4-month stints, measurement will be ongoing to ensure the program continues to evolve based on best practices, opportunities to scale and industry needs. At the end of the four months, participants will develop case studies for each campaign to showcase their abilities and business impact.

Along with the case studies, the following metrics will be used to assess the success of the program:

FELLOWS

- Soft skills learned and honed
- Salary pre and post participation
- Employment [Full-time / Freelance]
- Portfolio Development

M/WBs

- Consumer engagement pre and post engagement
- Profits and losses pre, during and post engagement
- Ability to recruit and retain employees
- Impact on workers, community and customers
- Fidelity of creative marketing pre and post engagement

MANAGING RESIDENTS

- Management skills and competencies acquired
- Leadership capabilities
- Advanced Opportunities Secured
- Pre and post participation Salary Assessment
- Agency Retention
- Heightened Understanding of Bias

21st CENTURY LEADERS

- Team retention, performance, and affinity
- Being stakeholders for diversity, inclusion, and equity
- Executive Presence
- Implementing bottom-up ideas by giving credit
- Proposing changes to existing business models
- Incentivising and rewarding employee creativity

While these are our foundational metrics, as more participants complete the program and we receive partner feedback, we anticipate how we measure success and impact will evolve.

PARTNERSHIP OPPORTUNITIES

To ensure success, The Indigo & Pyrite Collective will need key partners who have a desire to see the advertising industry be diverse, inclusive and equitable for all. Your sponsorship makes the following possible:

Affordability & Accessibility: While some programs may be cost-prohibitive, we designed our model to ensure everyone can participate. Entry-level Fellows receive a living wage stipend during their tenure, Managing Resident and 21st Century Leadership training and development is agency-sponsored, and the M/WB services are subsidized.

360° Mentoring: All participants are cultivated through a holistic system of mentorship and coaching that ensures their success during and after participation. Entry-level Fellows are coached by Mid-level Residents, Mid-level Residents are coached by Managing Directors, Managing Directors are coached by Senior Thought Leaders, and M/WBs are coached by client-side marketing professionals.

Work-based Learning: While school teaches the hard skills and internships get a foot in the door, work-based learning ensures everyone is able to apply their acquired skills and develop them in the real-world in real-time for the long-term. Creating opportunities for participants to work on consumer-facing campaigns that can be measured, guarantees they will have a robust portfolio and experiences that will increase their employability and effectiveness.

SPONSORSHIP TIERS

	Platinum \$500k	Gold \$250k	Silver \$100k	Bronze \$50k	Copper \$25k
Naming Rights [i.e. IxPC Collective Co-op Powered by (your company)]	16 Months	8 Months	4 Months		
Fellow Participation in a Client Assignment [i.e. focus group participation, freelance help, etc.]	16 Months	8 Months	4 Months	1 Assignment	1 Assignment
Exclusive Access to Entry-Level Talent	18 Months	9 Months	4 Months	Early-Access	
Enrollment for Mid-Level & Director Employees	16 Employees	8 Employees	6 Employees	4 Employees	2 Employees
IxPC Network Access [Job Blasts & Targeted Recruitment]	Yes	Yes	Yes	Limited	Limited
Use of IxPC in Internal & External PR	Yes	Yes	Yes	Yes	Yes
IxPC Logo use on website & Collateral Material	Yes	Yes	Yes	Yes	Yes
Customized Event or Activation in Collaboration with the Mixed Company Podcast	4 Events	2 Events	1 Event		

PARTICIPATION

Agencies also have the option to have their Mid-level employees and Managing Directors participate without sponsorship. The Managing Resident and 21st Century Leadership tracks were developed to help agencies foster more unified teams, retain talent of color and assess their viability for advanced opportunities, raises, and promotions, when opportunities for development and to manage/ lead are limited internally. During the onboarding, Mid-level employees sign a retention agreement and develop a plan of action with their managers and HR to ensure success for all parties.

The cost for enrolling Mid-level employees and Managing Directors is based on the size of the teams. Contact us for pricing on enrolling teams and/or Mid-Level women who are not PoC into the Collective Co-op.

VOLUNTEERS & IN-KIND DONATIONS

The Indigo & Pyrite Collective is a 501(c)3 non-profit and that operates with the support of individuals, foundations, and corporations. We are always looking for volunteers who can mentor or provide various types of capacity building support, when monetary support is not possible. The Indigo & Pyrite Collective makes participation possible for entry-level participants of color who may come from low-income backgrounds.

We are also open to in-kind donations, which includes space for events and lightly-used equipment, like audio/video equipment and laptops.

ABOUT US

Indigo & Pyrite is a social enterprise that operates at the intersection of Creativity, Corporate Training, Community Development, and Socio-Economic activism. Our mission is to foster career and economic mobility for people of color and women within creative industries and entrepreneurship.

We believe that everyone within creative spaces should have access to equitable opportunities and the necessary resources to thrive. We see our initiatives as more than just philanthropy, but social impact investments with a return that ensures the creative industries we love look more like the world we want to live in.

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