



A Client's Guide to Working with Public Profit

We're so happy to work with you! This guide outlines how we have intentionally embedded equity practices in our work so we can be better consultants, evaluators, and people. We **define equity** as the acknowledgement that we all carry different life experiences which affect how we act, see, and understand the world. We believe in a human-centered approach for our staff and clients.

We are planful.

- **We slow down so we can be inclusive and thoughtful.** When people move too fast, implicit bias has a way of sneaking in. Slowing down helps us be more mindful of our equity values and goals.
- **We are very planful, AND we value being flexible and accommodating shifting timelines and requests.** We will do our best to accommodate those shifts, and we may help you brainstorm other ways we can get you what you need while sticking to our planned timeline. We are really intentional and planful - that's why we ask for your scheduling and deadline requests early!

We value inclusivity.

- **We avoid paternalism and power hoarding by practicing inclusivity.** On emails, we cc all members of our team so we're all in the loop. We ask that you consider who from your team may be impacted by a decision and whether they need to be looped into our conversations.
- **We embrace difference,** including multiple ways to share and process information, so we often incorporate many ways to provide input.

We practice transparency and open communication.

- **We share agendas in advance and document key decisions** so everyone can have access to what has been decided.
- **We value open and frequent communication helps us stay on top of important changes** or context in our work together.

We promote human connection and wellbeing.

- **We see joy as an act of resistance.** We are a fun-loving team and enjoy incorporating silliness to build camaraderie.
- **We value our time together.** We **show up prepared**, and we expect the same of our clients!
- **We hope to avoid urgency.** You can expect a thoughtful reply from us within 2 business days.

We are collaborative evaluators.

- **We need active contribution from you as experts** of what is happening in your program/organization, whether that's information, data, or thought partnership.

- **We often require follow-up from your team for a meaningful partnership.** At times you will need to make decisions or review things in between your meetings with us. We can work together find the best way to track follow-ups.
- **We realize that working with an outside consultant can feel like additional work.** The additional meetings with us help to ensure that our engagement is productive.

We are intentional with how we use data and our words.

- **We strive to center equity in our writing.** We use inclusive and asset-based language. Using more inclusive language is one way to demonstrate our values at Public Profit. Words are powerful. They can challenge dominant narratives about the sources of current social injustices, or reinforce them. They can further marginalized groups or draw them closer.
- **We strive to use practices that respect the people within the data.** This includes collaborating with our partners so that we are mindful of how we measure, collect, store, analyze and report data. We aim to protect the privacy of individuals and use data practices that are empowering rather than extractive.