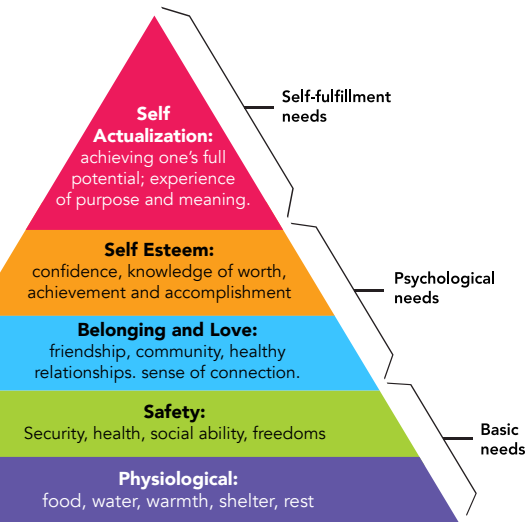


The case for Belonging

Define:

Belonging- the feeling of security and support when there is a sense of acceptance, inclusion, and identity for everyone.

It's an idea that's been around for a while, and there's lots of data that shows it's not just good for humans, it's good for business too.



Maslow's hierarchy of needs, published 1954

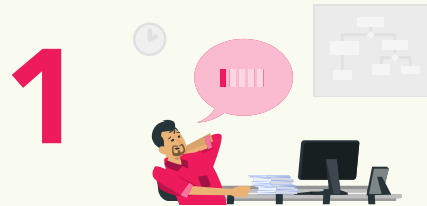
Get in touch to learn more about **Belonging**
Belonging@StorycraftLab.com



An extension of DEI that reduces attrition and improves productivity

"**40%** of people say that they feel isolated at work, and the result has been [lower organizational commitment and engagement](#). ...**this basic need to belong is a key missing ingredient** in the D&I conversation."

- HBR, *The Value of Belonging at Work*



Unlock individual potential and organizational growth

"Belonging is tied to **56% higher performing teams**, more recognition, individual career growth."

- [Forbes, Belonging at work is essential](#)



4 R's: recruitment, recommendations, retention - and revenue

"Those that experience Belonging are **167% more likely to recommend.**"

- [Better Up, New Industry Leading Research shows companies that fail at Belonging lose tens of millions in revenue](#)



The Value of Values: increase brand affinity and the bottom line

"Consumers are **willing to pay 12% more** for products and services that align with their values. Belonging is the **#1 Value** in the United States."

- [Valuegraphics.com](#)



Build your Belonging Pitch

Define the need:

Productivity? Conversion? Retention? Growth?

Cite: Data point 1

Do the math for your Organization or Event: How many people does this represent?

Show the Potential

Cite: Data point 2

Do the math for your Organization or Event: Where are you starting? What growth or savings would you target?

Detail the bottom line

Cite: Data points 3, 4

Do the math for your Organization or Event. What \$ amount does this endeavor represent? Demonstrate the ROI on the budget or process ask.

Commit to Measurement

Benchmark your 'Before'

Determine metrics, and a future point to assess impact of an intentional design.

Design Belonging using three lens:

Meaning

- benefit
- impact
- relevancy

How are our experiences tailored to deliver the things that matter to our audiences?

Feeling

- empathy
- emotional acceptance
- authenticity

How do we communicate and evoke those feelings of belonging through all touchpoints of engagement?

Magic

- transformation
- growth
- shared experience

How are we intentionally facilitating connection within the spaces and moments of togetherness we host?

Know Your Audience Start here:

The Top touchpoints in Belonging audience Surveys in 2023 were:

Trust
Finding Your People
Connection

- [WheelOfBelonging.com](#)