



## Your Authentic Self

1 hour team workshop

Everyone has a unique story of difference: teammates, retailers, consumers. Understanding and appreciating that diversity helps us build stronger teams, better connect with our retail and wholesale customers and better understand our adult tobacco consumers. At Altria we seek and value difference to drive our business forward.

“I loved it! It allowed us to take our guards down and really learn about one another”! – UM Region 2

*“We learned more about our peers within that hour than I think we have since becoming a new Section – for that I again Thank You”! - DM Region 2*

Email [Jacob.A.Clark@altria.com](mailto:Jacob.A.Clark@altria.com) or Mosaic for more details



## Workshop Agenda

### Intro (15 minutes)

Introduce the idea of connecting on a deeper level  
Facilitator shares their life path drawing and story

### Draw Your Story (10 minutes)

Identify Distinct Life Events or 'crucibles'

- Who are you?
- Why do you do the things you do?
- What makes you Your Authentic Self

### Share (15 minutes)

Share stories in groups of ~3

Groups share out with all / connect the room

### Connect (15 minutes)

Be Bold – Be Proud – Be You...Connect with Mosaic and what it means to be an Ally (contact Mosaic for Ally cards and stickers)

