

The image features a central text overlay that reads "your authentic self" in a white, cursive font with a black outline. This text is set against a background of eight vertical panels, each containing a black silhouette of a person. The panels are arranged in two rows of four. The top row silhouettes are: a person with spiky hair (blue background), a person with short hair (red background), a person with long hair (green background), and a person with short hair (orange background). The bottom row silhouettes are: a person with short hair (green background), a person with long hair (orange background), a person with short hair (blue background), and a person with short hair (red background). The background of each panel is a grid of small squares in the panel's respective color.

*your authentic self*



# Altria

Altria is a Fortune 200 company headquartered in Richmond, Virginia with nearly 8,000 employees across the country. Our companies – which have been the undisputed market leaders in the U.S. tobacco industry for decades – include some of the most enduring names in American business.

## Our Family of Companies



# How It All Began...



# Opportunity for Change

STATEMENT	TOTAL n=402	LGBTQ n=15	DIFF.	
Where I work, I can be myself.	82%	33%	- 40 pp	!
When I come to work, I leave my true self at home.	16%	53%	+ 37 pp	!
Senior leadership is supportive of having a diverse workforce containing LGBTQ employees.	80%	40%	- 40 pp	!



# Be You

Today you are **YOU**  
that is **TRUER** than true.  
There is **NO ONE** alive  
who is **YOUER** than **YOU**.

- Dr. Seuss



# Think. Reflect. Draw Your Path of Life.

- **Reflection:**

Identify Distinct Life Events or “crucibles”

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



## **cru·ci·ble**

[ˈkr̥o͡ʊsəb(ə)l]

NOUN

- Get Creative **Draw Life Journey**

- Be ready to **share your story in a small group.**



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# My Life Journey



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# Debrief

## Group Discussion

- What new things did you learn about your peers?
- How did it feel to share something personal?  
To hear something personal?
- What have you learned about authenticity through this exercise?





# Spreading the Word

- Fit it into something they are already doing
- Use the language they are already using

How on earth am I going to solve this culture problem we have uncovered

## “Location Culture Plan”

Increase comfort with being yourself at work



Your Authentic Self

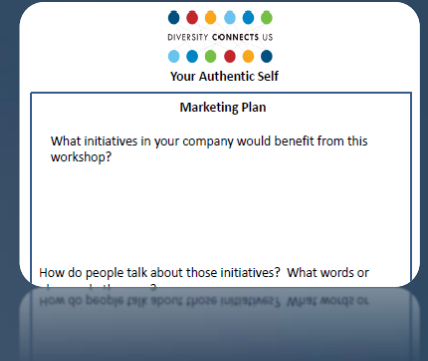
# Take Action



## What initiatives in your company would benefit from this workshop?



# Take Action



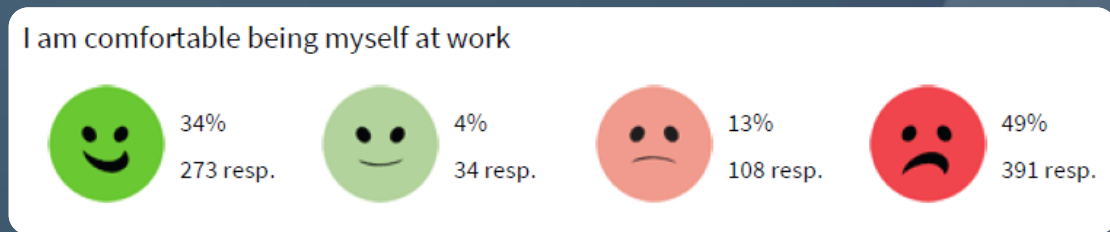
How do people talk about those initiatives? What words or phrases do they use?

Authentic

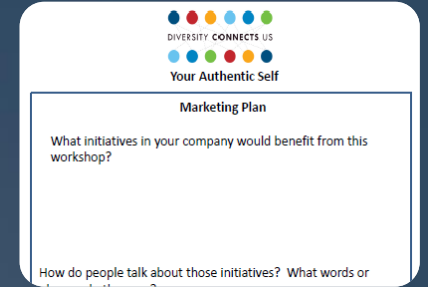


VS

Comfortable



# Take Action



Who are your most likely 'Customers' for this workshop?





You are EMPOWERED  
...to be yourself  
...to take action  
...to lead



Don't forget to fill out the survey..



*Thank you!*

