



# EXPERIENCE MAKERS<sup>LIVE</sup>





# Three Principles for Creating Customer Loyalty in the Digital Age or ***How to Thrive as a Leader in a Culture of Accountability***

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Founder, This Same Sky

**EXPERIENCE MAKERS** LIVE

# Welcome to a Culture of Accountability



**Cindy Gallop**  @cindygallop · May 30

Hey @Nike, 'Don't pretend there's not a problem in America.' Not one Black person on your executive leadership team: [about.nike.com/pages/executive...](https://about.nike.com/pages/executive-leadership) for a company that's made billions out of Black sports people and consumers. Change THAT. @zanger @adweek

Don't pretend there's not  
a problem in America.

Nike Once Again Dares to Take a Stand, Boldly Addressing Racism ...  
A 60-second ad on social media implores people: "For Once, Don't Do It."

 adweek.com

 29  213  582 



**leigh.elion** I worked at Anthro for 5 years in two different stores. The "Nick" code name definitely exists (in one store it was "Nick" or "Connie," as in con artist). I don't recall being expressly told to profile Black shoppers, but rather to watch out for anyone who is "not our typical customer." The racial implications of that are clear as day, and it made many employees deeply uncomfortable

1d 575 likes Reply

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**ivananguyenn** why're all your employees saying your company and brand in multiple location have nicknames for poc

# Beyond Surface Measures and Lip Service: Three Mandates

- 1) Mutually empowering relationships are key for sustainable growth, and require fair compensation.
- 2) Privilege is often invisible to those who hold it and glaring to those who don't, and must be engaged through an intersectional and self-reflexive approach.
- 3) Communities of purpose are the natural context of work, and when we recognize that, we begin to be led by values, rather than convenient slogans or hollow numbers.





# #TalkPay

**Heidi N. Moore**   
@moorehn

If any freelancers are experiencing rates that pay \$300 for 3000 words, here's your reminder that I'm happy to use my platform to embarrass the hell out of anyone in this industry financially exploiting writers. Shaming it changes it.

DM me or my email is in my bio.

10:22 AM · Sep 26, 2019 · [Twitter for iPhone](#)

2.6K Retweets 6.9K Likes



**Heidi N. Moore**   
@moorehn · Sep 26, 2019  
Replying to @moorehn

Also a reminder that editors have very little control over this so who're going to be shaming is the media executives setting out these few schedules while they wouldn't get out of bed for less than \$300K a year.

5 114 1K

**Heidi N. Moore**   
@moorehn · Sep 26, 2019

Let's set a new industry standard, one that allows all writers to live viable lives and afford healthcare.

5 163 1.2K

**jackie luo** @jackiehluo · Mar 8, 2018

men in tech, my dms are always open if you're willing to share your salary anonymously to help your female peers!

**carina hsieh**   
@carinahsieh · Mar 8, 2018

any men feeling like sharing their salary for international women's day or what's up

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52 649 1.8K

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# From Ally to Accomplice



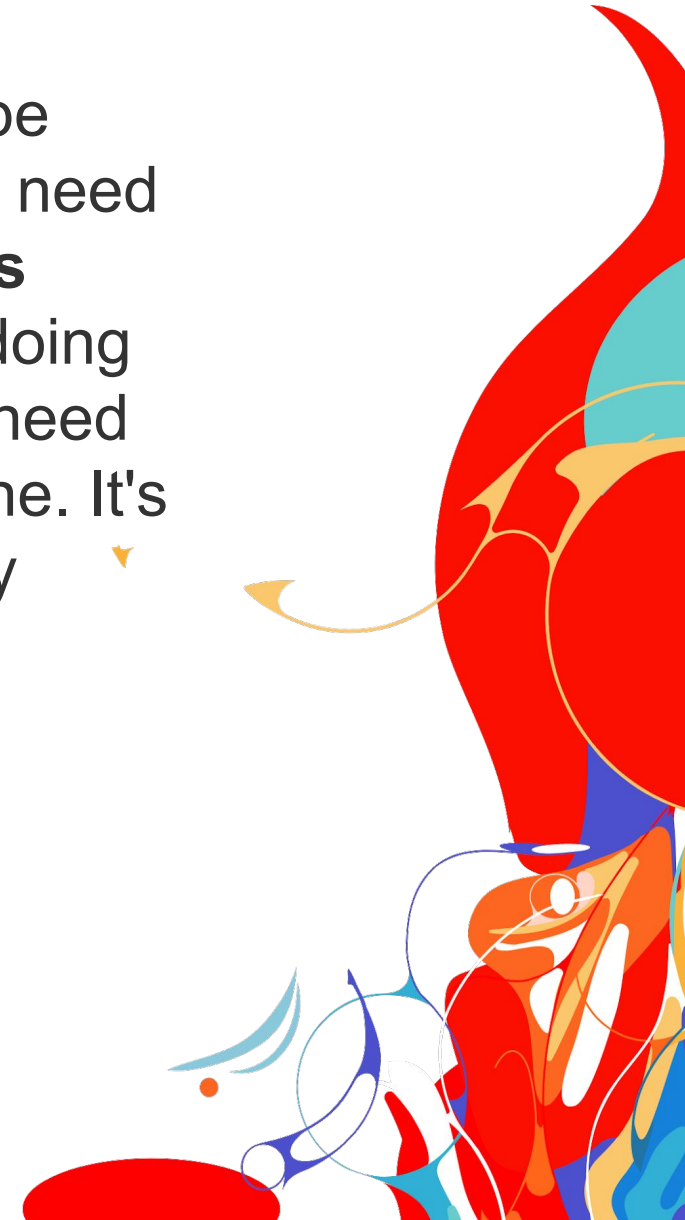
- Radical humility
- An ability to listen without deflecting, minimizing, or using defensive reasoning
- Skin in the game



# The Shift from Workplace to a Community of Purpose

“My research and practice indicates that people need to be doing **work they love** and to love the work they do. They need to feel that their efforts matter **for the people and causes about which they really care**. Further, they need to be doing work **with people they respect and enjoy**. Finally, they need to feel free to choose where, when and how it all gets done. It's not easy to put these conditions in place, but it is certainly possible to do so.”

—Stewart Friedman



“Moral purity isn’t possible. Progress is.”

–Jameela Jamil





