



# NORTHWESTERN MUTUAL CASE STUDY

2021

*Diversity, equity, and inclusion through storytelling.*



## Objectives

One of Northwestern Mutual's six key focus areas for D&I initiatives is the "Support and advancement of women and people of color." As a part of this work they want to retain and attract women and multicultural advisors through targeted support, culture improvement, and creating caucus space for community building. NM came to Ex Fabula in search of programming that would help them reach these goals.

## Custom Programming

Ex Fabula designed customized programming to meet NM's goals including:

- Two skill-building storytelling workshops
- One-on-one coaching sessions with 20 employees
- Two mini-StorySlams for NM employees with pre-selected storytellers and UltraShorts from the audience

## Outcomes

Ex Fabula was able to:

1. *Help women and multicultural advisors at NM to identify, develop, and share compelling personal stories.*
2. *Create memorable shared experiences that deepen the feeling of community and connection between attendees.*
3. *Create forums for women and multicultural advisors to be heard and celebrated as assets to NM.*

## Survey Results

- This experience achieved the established goals **100% agreed**
- This experience make me feel more connected to others **100% agreed**

**"This year we heard from 30+ year veterans, who've never said a thing, get up and decide, 'You know what, I'm gonna share my story and my love for NM.'"** – Feedback from NM