

# Evergreen Entertainment

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TO: Evergreen Entertainment Management Council  
FROM: Damian Sclafani, Head of the Programming Department  
DATE: 2/28/23  
SUBJECT: Diversity and Gender Equality Training Program Recommendation

As previously discussed, my team and I have done research on different diversity and gender equality training programs on the Web that are commonly used by other companies. We have come up with our recommendation for what kind of program should be used by our company based on our findings. Our conclusion is based on cost, effectiveness, and credibility. The program needs to not cost too much nor take up too much time, get the idea across easily, and be trusted by other credible sources or businesses. The three programs we researched are Traliant, CultureAlly, and eCornell.

## Method

When we conducted our research, we used methods that involved:

- Exploring what the site had to offer
- Finding the qualifications of the site
- Researching the site's trusted sources
- Testing a demo for each site

## Traliant

Traliant has many different online programs like this, showing that they are refined. Traliant also has many companies that trust them such as Pepsico, FedEx, Stanford Health Care, and Logitech. Along with that, Traliant lists several statistics on the effectiveness of its diversity program. As for the costs, the program comes with a free trial. Along with that, it clearly states that it takes 35 minutes to complete. For effectiveness, the program clearly lists the topics taught. These include unconscious bias, microaggressions, and cultural differences. Overall, Traliant has a great diversity and gender equality program.

## CultureAlly

CultureAlly is shown to be a credible source because of the companies that trust the program; MotoInsight, Green, and HomeStars are a few examples. The program itself covers general aspects of diversity and gender equality. Along with that, the site offers three different kinds of services: consulting, training, and e-learning. The service has a free demo for their diversity and gender equality training program. However, the amount of time it takes to complete the program is not

listed. Overall, CultureAlly has great services, but their programs are mediocre at best.

### **eCornell**

eCornell is shown as a credible source because it is from Cornell University and because of its reviews listed on the page. The website has a list of the courses it gives, like Improving Engagement and Counteracting Unconscious Bias. Although, this does take a lot of time to complete. The courses also don't have a clearly listed price. Overall, eCornell is a lengthier program but is a well-trusted source that is very effective.

### **Recommendation**

In conclusion, my team and I decided that Traliant has the best course on diversity and gender equality. Traliant presents a great role model that is already trusted by plenty of companies already. Its program also has a clear-cut time, making it easier for a growing company to slot time for this training. Because of these reasons, Traliant should be used as the guide for creating a new course for Evergreen Entertainment. If you have any questions, please contact me to address them.

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Attachment(s): Traliant  
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