

ABOUT UNLOCK CREATIVE



Unlock Creative
www.unlockcreative.org
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Unlock Creative, a certified minority-owned consulting firm is designed to offer coaching, professional development, and business management services to creative and artistic nonprofits and for-profit businesses. We work with corporations, non-profits, and foundations to identify leadership gaps and opportunities for their black and people of color team members. Through our individual coaching and Creative Flowers Professional Development Cohort program, we support these professionals to navigate their environment, build their personal career trajectory which supports them to be more effective in their roles with the company.

We help our clients develop rare work environments that are supportive and prioritize retaining Black and people of color in leadership in the non-profit, creative, arts, culture, and entertainment sectors. We address the specific needs and challenges of these professionals while building cohesive teams that are culturally competent and operate by policies that are inclusive and equitable to team members of marginalized communities.

The problem that we are addressing broadly is the disinvestment in Black leadership within primarily white-led institutions and the lack of investment in Black leaders, professional and black-owned businesses within the creative sector.

85% OF CEOS WITH DIVERSE AND INCLUSIVE CULTURES NOTICE INCREASED PROFITS.

According to a PWC survey, leaders with diverse teams notice a difference. Considering 38% of managers and executives believe CEOs are primarily responsible for increasing diversity and inclusion, it's good to know that CEOs themselves see positive results.

IT COSTS COMPANIES

150%
OF SALARY TO REPLACE EMPLOYEE



FACILITATION TEAM

Unlock Creative is unique to the sector because we are a professionally diverse black women-owned and operated team with expertise in the non-profit and for-profit, arts, culture, and entertainment sectors. Our team holds advanced Master's and Doctorate level degrees and professional certification credentials which allow us to provide high-level professional services. Our team has 10,000+ hours of facilitating and teaching at universities, non-profits, and corporate environments. We work together in pairs and teams to help organizations harness the power of your team.

THE UNLOCK FACILITATION TEAM



Ashley Walden Davis



Alessandra Brown



Clarissa Crawford



Serica Weaver



Crystal Des-Ogugua



Cindy Jones



Varsey Lauralle

Our point of difference is that we have cultivated a skilled team of black professionals who look like our clients to support their work and have an understanding of the creative, arts, culture, and entertainment industry. Many of our competitors offer the services that we offer, however not in the combination of cultural and identity understanding, knowledge of the creative sector, 100+ years of professional experience, and a network of 5,000+ in the sector.

COMPANIES WITH ENGAGED EMPLOYEES OUT PERFORM

202%

HAPPY EMPLOYEES HAVE:



31% Higher Productivity



37% Higher Sales



3x Higher Creativity

CREATIVE FLOWERS PROFESSIONAL SISTAH CIRCLE

Our signature offering of Creative Flowers programs is our Professional Sistah Circle. A customizable month+ cohort building program where participants in an intimate virtual or physical space will meet weekly to build relationships, cultivate culturally competent professional support networks to maximize productivity, and bolster the leadership of black and brown women professionals within their arts and entertainment company.

Join our Executive Round Table

Contact Ashley Walden Davis at ashley@unlockcreative.org or 404.236.6222.