

# DSG | Global

## Leadership in a Polarized Climate

May 28-30, 2025 | Lone Rock, CO

Institute Impact Report

Published July 7, 2025



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# Executive Summary

The Yardstick Institute, powered by DSG Global, isn't your typical leadership conference. It's a curated, off-the-record space, built to challenge, equip, and inspire leaders navigating a rapidly-changing world.

This year's impact Institute responded directly to some of the most urgent global tensions leaders face today: institutional distrust, cultural polarization, the backlash to DEI, and the uncertainty reshaping how we work, live, and lead.

Against the backdrop of the Colorado mountains, over 50 leaders from a variety of industries and roles came together at Lone Rock Retreat to explore how modern leadership must evolve to meet this complex moment. From legal insights and military-tested strategies for decision-making under pressure, to lessons from neuroscience and ethics, each session was crafted to help leaders navigate uncertainty with curiosity, clarity and conviction.

This report crystallizes our commitment to building resilient leaders and redefining the future of leadership in an increasingly polarized world. In the pages ahead, we invite you to reflect on the insights and actions that emerged and consider how they can fuel transformation within your team, your organization, and your leadership.



# Who We Are

Established in 2012, DSG Consulting (formerly Yardstick Management) is an **award-winning**, boutique management consulting practice. As a member of the **DSG Global family of brands**, our consulting practice helps bridge where your organization is today with what it can become tomorrow.

## Suite of Consulting Solutions

- Board and governance advisory
- Change management
- Customized training and coaching
- Culture & inclusion advisory
- Human capital transformation
- Leadership assessments
- New leader onboarding solutions
- Pay equity and compensation analysis
- Pipelining and talent mapping
- Professional development programs and events
- Succession planning
- Success and capability framework development
- Supplier diversity program assessment, creation, and implementation
- Talent Management Audits

## From Consulting to Convening

Inspired by the impact our consulting practice had on our clients, we formed the Yardstick Institute in 2022 as a dynamic think tank for influential leaders committed to driving innovation, inclusion, and impact. Through immersive executive retreats, cross-sector conveneings, digital programming, curated dinners, and cohort-based networking, the Institute fosters year-round engagement and creates space for leaders to connect, collaborate, and grow together.



8

successful  
retreats to date



200+

organizations  
represented



7.5M

employees  
represented



>\$1.7M

in corporate  
spending power



# Our Impact



# Our Goals

## Tangible Leadership Solutions for a Polarized Climate

For this retreat, we wanted to understand the root causes of conflict and reframe its potential. With the cost of unresolved workplace estimated at \$359 billion each year in the U.S, our goal was to provide timely solutions to leaders, their teams, and their organizations.

## How We Measured Our Impact:

To understand the holistic impact of the experience, we gathered insights at every stage:

- A pre-event poll to capture expectations and goals
- Real-time reflections after each session, via flashcards
- A comprehensive post-event survey
- An open invitation for attendees to share testimonials during and after the event



## Intended Institute Outcomes

Our gatherings are designed to deliver three core outcomes:

- **Professional Development:** Strengthen attendee's leadership, through proven frameworks and tangible tools.
- **Strategic Networking:** Allow attendees to connect with other visionary leaders, across sectors and job functions.
- **Rest & Reset:** Provide time and space for attendees to reflect and rest, so they return to their work renewed, with a clarified sense of purpose.

## Gaming for Good

At this year's Roaring Twenties-themed casino night, attendees raised the stakes for a good cause. The grand prize winner, Recy Dunn, walked away with the top chip count, and chose Brooklyn Conservatory of Music as the recipient of our \$1,000 donation. Recy also earned a free ticket to join us at the Yardstick Innovation Institute this fall in Ojai, CA.

# Attendee Snapshot

## Number of Companies Represented

31

## Number of Attendees

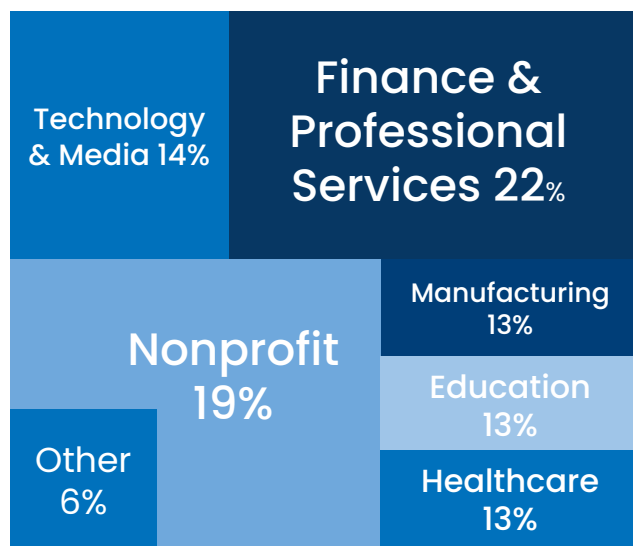
50

## 2025 Cohort: A Spectrum of Leadership Power

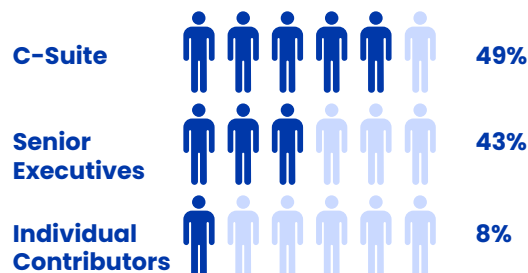
At the retreat, attendees completed a BREAKTHRU leadership assessment to uncover their leadership motivations and interpersonal strengths. The results showed a cohort ready to drive impact and lead change—key traits for today's complex leadership landscape.

- **46% Power to Create:** Visionaries & Legends who imagine bold futures and make them real
- **25% Power to Awaken:** Energizers who spark engagement and rapid adaptation
- **19% Power to Unite:** Connectors who weave collaboration and shared purpose
- **10% Power to Structure:** Navigators who anchor ideas with clarity and disciplined execution

## Industries Represented



## Leadership Composition



## Our Sponsors

indeed

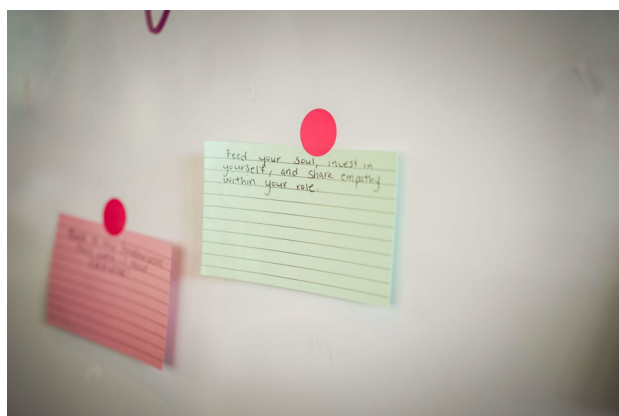
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# On-Site Insights

## Defining Leadership Impact in a Polarized Era

To kick off the event we conducted an anonymous poll, asking leaders: “Q: How will you measure your leadership impact in 2025 in one word?” The results of the the on-site polling allowed us to glean insights into the perspectives of today’s leaders.

### How will you measure your leadership impact in 2025 in one word?



## From Indicators to Implementation: How Leaders Can Accelerate Progress

Over the course of the three days, we also encouraged attendees to share their immediate takeaways after each speaker's presentation (via flashcards) to capture real-time reflections. The results clearly point to the need—and perhaps lack thereof—for soft skills in today's complex business environment. The reflections converged on four recurring themes:

- **Trust & Transparency**
- **Purpose & Long-Term Vision**
- **Empathy & Self-Care**
- **Dialogue & Curiosity**

These four themes offer practical guidance for converting friction into forward motion.



# Post-Event Survey



# 81

## NPS Score®

Following the retreat, attendees were invited to share their feedback through a post-event survey to help us measure the event's impact. The retreat earned a Net Promoter Score of 81 (considered a world-class rating), highlighting how deeply the Yardstick Institute experience resonated.<sup>1</sup>

### Where We Delivered

Based on attendee feedback, the institute delivered significant impact across several critical areas:

- Perspective & Mindset Shifts
- Frameworks & Tools
- Leadership Insights
- Community & Collective Impact

9/10

feel comfortable applying the skills they learned

93%

mostly or fully achieved their intended goals

88%

left with sharper executive focus and momentum

96%

said the experience delivered meaningful networking

84%

will apply insights to transform strategy, culture, and talent

85%

said the experience significantly advanced their leadership skills

<sup>1</sup> Net Promoter®, NPS®, and NPS-related emoticons are registered trademarks of Bain & Company, Inc., NICE Systems, Inc., and Fred Reichheld. Net Promoter Score<sup>SM</sup> and Net Promoter System<sup>SM</sup> are service marks of Bain & Company, Inc., NICE Systems, Inc., and Fred Reichheld.

<sup>2</sup> Stats provided are based on the post-event survey of Lone Rock Institute attendees and live event polls.

# Testimonials

Attendee reflections pointed to meaningful connections, fresh insights, and much-needed time to recharge, suggesting that the experience delivered on all fronts.

**"Learning from those with expertise in different industries and functions broadens and clarifies our understanding of complex issues and gives us greater confidence in terms of how to solve problems."** - Laura Barnard, Founder of BREAKTHRU Brands

**"When we're charged with navigating through change, mitigating risk, caring for our people, balancing stakeholder perceptions...it's a lot to carry. To step away just for a moment to learn, to connect, to breathe, is really, really powerful."** - Jennifer Allen McFarren, AVP, Diversity, Inclusion & Belonging + Corporate Social Responsibility at Navy Federal Credit Union



## Rising Star Initiative

As part of our Rising Star Initiative, we invited recent college graduate Drew Schore to attend the Yardstick Institute as our **third rising star**. His presence reminded us that insight doesn't just flow from the top down, and the next generation of leaders has valuable insights to consider.



**"The exposure to such a thoughtful and values-driven community helped me think more strategically about the kind of career I want to build and the impact I hope to make."** - Drew Schore, Summer Analyst at Troy Capital Partners

## Key Leadership Insights

1. **Soft Skills Are Essential:** Trust, empathy, and interpersonal communication aren't just nice-to-have skills—they're critical for today's leaders.
2. **Friction Is Fuel:** Success isn't defined by the absence of resistance, but by how effectively leaders harness it.
3. **You Don't Need 100% Consensus:** Complete consensus is rare; 50–60% consensus is often enough to build momentum while allowing room for course correction.
4. **Water Your Grass:** In a noisy world, focus matters. Identify the areas where you and your team can have the deepest impact, and commit to consistent action there.
5. **Leadership Is an Intentional Practice:** Leadership today is about showing up, regardless of your rank. From recent grads all the way to CEOs, everyone has a role to play.



# Session Highlights





# Our Speakers



**Aaron Craig Mitchell**  
Chief Executive Officer



**Aileen Alexander**  
Chief Executive Officer



**Dr. Chris Brooks**  
Co-Founder + Managing Partner



**David Glasgow**  
Executive Director



**Haleh Liza Gafari**  
Vocalist, Poet, Educator



**Ira Bedzow**  
Executive Director of the Emory Purpose Project



**Jessica Hardeman**  
Global Head, Attraction, Engagement & Culture



**Kim Bui Barnett**  
Former Vice President of Special Projects



**Laura Barnard**  
Founder



**Ralph Tavares, Jr.**  
SVP, People and Culture, Storbeck Search



**Rajkumari Neogy**  
Chief Executive Officer



**Reena Patel**  
Global Managing Partner and Practice Leader, Consulting



**Sima Shelbayah**  
Founder & Chief Executive Officer



**Tom Seamands**  
Senior Principal



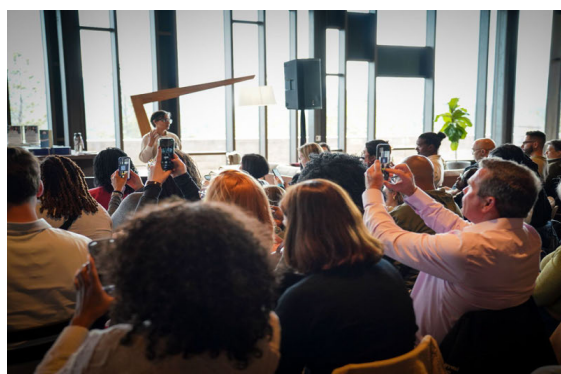
**Quincy Weatherspoon**  
VP & GM of Point of Care Solutions



# Session Highlights

## Opening Session

Dr. Reena Patel – DSG Global



**"The most radical act of leadership today is admitting that we're human and that we don't have all the answers." – Reena Patel**

Dr. Reena Patel opened the Institute with an energizing session, reflecting on the type of leadership that is needed to navigate the polarizing moment we are in. Dr. Patel referred to the stories of Ruth Bader Ginsburg, Hugh Hefner, Gangubai Kathiawadi, Chief Joseph, Malala Yousafzai, and Shirley Chisholm—who famously said, "If they don't give you a seat at the table, bring a folding chair"—to remind attendees that leadership can shift culture, but it often begins with discomfort and clarity of conviction. The session, which also included interactive audience surveys, and group dialogue, set the tone for the days ahead: reflective, bold, and rooted in the belief that leadership must evolve to meet this moment.

### Key Learnings:

1. When the future feels daunting, leaders can look to the past for examples of how previous leadership handled crisis.
2. Leadership isn't always loud; quiet, consistent and intentional action can have lasting impact.
3. Soft skills, or "human skills," are required now more than ever.
4. Leaders must be courageous in today's climate of uncertainty. Show up and stay present when things get uncomfortable.
5. Teams don't need perfect leaders; they need leaders who are present, principled, and who really care.

# Session Highlights

## The Poetry of Leadership: Rumi's Wisdom for a Divided World

Haleh Liza Gafori – Vocalist, Poet,  
Educator



**"In a world of so much polarization, in a world of cutthroat competition, the constant invitation is to community, collaboration, and compassion." – Haleh Liza Gafori**

Drawing from her celebrated translations and personal heritage, poet Haleh Liza Gafori offered a soul-stirring session that wove poetry, storytelling, and moments of song together. Gafori invited leaders to slow down and reconnect with their purpose, reframing Rumi's work as a spiritual guide for leaders that encourages a shift away from control and competition, toward empathy, vulnerability, and shared humanity. In a fast-moving world shaped by hierarchy, materialism, and fear, Gafori reminded us that leadership rooted in self-awareness, emotional presence, and collective care is possible, and is urgently needed in polarized times.

### Key Learnings:

1. Empathy is a generative force that strengthens teams in divided times.
2. Reflection is not an indulgent practice. Reflection is a strategic practice, and is essential for moving forward in complex moments.
3. There is more power in the collective and in collaboration, than there is in any one individual.
4. Clarity often emerges not from doing more, faster, but from doing less and slowing down. Solutions will surface naturally if you let them.
5. Organizational transformation starts with the self. Lead with intention and your actions will have a ripple effect on others.

# Session Highlights

## Commanding Confidence: Military Leadership Strategies for C-Suite Success

Tom Seamands – McChrystal  
Group

Aileen K. Alexander – DSG Global



This fireside chat between retired Lieutenant General Tom Seamands and DSG Global CEO Aileen K. Alexander brought powerful reflections on leadership forged in moments of extreme pressure. Drawing on a four-decade military career (including service as Chief People Officer for the U.S. Army), Seamands offered practical frameworks and personal stories about building trust, managing up, communicating courageously, and leading with integrity through VUCA (Volatile, Uncertain, Complex, Ambiguous). Seamands emphasized that effective leadership requires leaders to balance transparency with discernment, consistency with adaptability, and decisiveness with humility.

### Key Learnings:

1. Lean into discomfort and dissent to sharpen your perspective and decision-making abilities.
2. Effective leaders adapt their leadership approach and, communication style to the nuances and context of each situation.
3. Character is a daily practice. Get clear on your values, and then align each of your decisions to those values.
4. Ask your team to loan you their trust and then, over time, earn it through strategic transparency, empathy, and follow-through.
5. Aim for a higher ratio of right decisions and 60% consensus, over perfection or total alignment.



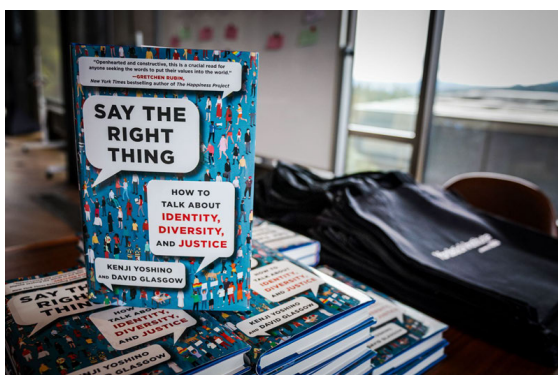
**"I meet with my leaders, and I say, 'I got a request for you up front. I need you to loan me your trust until I have an opportunity to earn it.'" – Tom Seamands**



# Session Highlights

## Mitigating Risk, Maximizing Impact: Legal Insights to Future-Proof Your DEI Strategy In Uncertain Times

David Glasgow – The Meltzer Center  
for Diversity, Inclusion, and  
Belonging  
Ralph E. Tavares, Jr. – Storbeck  
Search | DSG Global



**"I would encourage folks to pay less attention to [the noise] and pay more attention to the actual litigation that's happening, because that is going to determine the future of this work." – David Glasgow**

In a climate of legal uncertainty and public scrutiny, NYU's David Glasgow offered a grounded, forward-looking roadmap for navigating DEI strategy. Dispelling myths and misinformation, he reframed DEI not as a single tactic, but as a spectrum (many parts of which remain legally viable under Title VII and Section 1981). Glasgow introduced his "Three P's" framework—advising organizations to be aware of Preference, Protected Group, and Palpable Benefit—and a red/yellow/green risk matrix to help leaders evaluate their programs. David's session challenged organizations to go beyond surface-level efforts and build cultures of equity that are sustainable, legally-sound, and values-aligned.

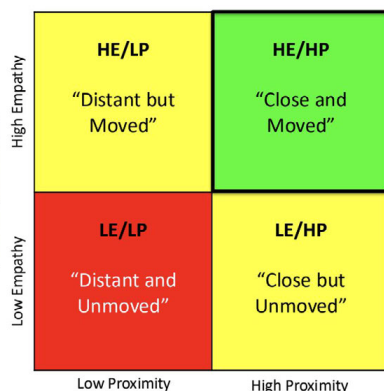
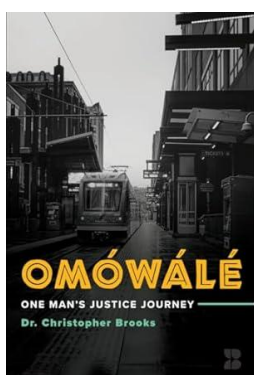
### Key Learnings:

1. Replace identity-based preferences with identity-neutral processes that elevate access for everyone.
2. Open programs to all participants based on organizational values, not protected categories.
3. Embed psychological safety and allyship throughout every touchpoint to create a pervasively inclusive culture, rather than targeting isolated outcomes.
4. Overreaction and underreaction both carry risk. Unpack the law, and then respond with strategy, not fear.
5. DEI is not one-size-fits-all; each organization must tailor its approach based on its values, stakeholders, and risk tolerance.

# Session Highlights

## Investing in Impact: What Venture Capital Teaches Us About Diversity, Innovation, and Prosperity

Dr. Chris Brooks. – Clarendon  
Capital Ventures



**"You've got to bring people closer to the problem you're trying to solve, whatever that problem is in your business. Ask: How do I get them close enough that they understand what's going on?." – Chris Brooks**

In a dynamic virtual session, Chris Brooks introduced a framework for driving innovation and impact through strategic alignment. His empathetic proximity model helps leaders strategically map and mobilize allies using both data and storytelling to move stakeholders closer to shared understanding and meaningful action. By combining clear investment theses with emotionally resonant narratives, leaders can unlock new opportunities. Brooks emphasized that real impact comes from leaders who use data to clarify their vision, and who build the right relationships to bring it to life.

### Key Learnings:

1. A clear, well-articulated thesis is essential to guide strategic direction, particularly in uncertain or emerging markets.
2. Effective leadership begins with strong data. Leaders must ground their decisions in trustworthy insights—not instincts.
3. Emotional resonance can move people from awareness to action.
4. Innovation and equity are deeply connected. By recognizing overlooked perspectives, leaders can uncover smarter solutions and drive more inclusive, future-ready growth.
5. Time and trust are precious resources. Focus on energizing those with some level of empathy and/or proximity to your mission, and avoid the red zone.

# Session Highlights

## Stories of Impact: Bridging Divides Through Human-Centered Storytelling

Kim Bui Barnett – Former CNN

Slma Shelbayah – Shelbayah  
Consulting



In a timely conversation on leadership and communication, Kim Bui Barnett and Slma Shelbayah explored storytelling as a critical tool for fostering empathy, building trust, and inspiring action. Slma challenged leaders to move past performative headlines and embrace what she called “heartlines”—authentic, layered stories that reveal the complexity and humanity often missing in polarized topics. Kim grounded this approach in her personal lineage and professional practice, illustrating how knowing your past can sharpen your purpose and how storytelling, when anchored in values, impact, and audience, becomes a strategic asset.

### Key Learnings:

1. Every story should carry a call to action. Impactful communication should invite listeners to feel, connect, *and* do something in response to those feelings.
2. Speak like a human, not a brand. Accessibility will help you build real trust with your audience, especially in volatile moments.
3. Before brands speak, they must look inward. Clarity of message comes from clarity of values.
4. Storytelling isn't just for marketing teams; leaders can use clear and compelling narratives to move busy stakeholders into action.
5. Before you go external, go internal. The perspectives of your employees can be clarifying and extremely insightful amidst all the noise.

**“In order to differentiate [your organization’s mission], you have to have built some sort of consistency and trust with your audience.” – Kim Bui Barnett**

# Session Highlights

## The Art of Adaptivity: Cross-Industry Insights for the Future of Work

Dr. Reena Patel – DSG Global

Jessica Hardeman – Indeed

Quincy Weatherspoon – Flatiron  
Health



**“Strategy will not have a lifespan of more than a quarter...So as leaders nowadays, we’ve got to really equip our team to be innovative.” – Quincy Weatherspoon**

Moderated by Dr. Reena Patel, this cross-sector panel examined what it takes to lead through sustained uncertainty across talent, technology, and the broader economy. Panelists shared practical strategies for navigating rapid change and shifting stakeholder demands, while also naming the emotional toll that modern leaders endure in supporting their teams, their leaders and their broader organizations. The panel was a powerful reminder that in a climate defined by complexity, leaders must adapt their efforts, and set boundaries to sustain themselves along the way.

### Key Learnings:

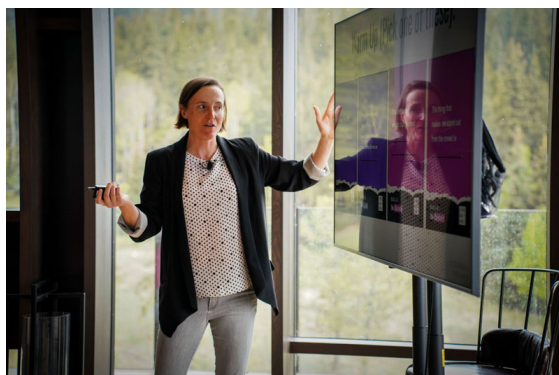
1. Boundaries and well-being are essential for long-term impact. Daily moments of joy, time offline, and team check-ins can help leaders and their teams navigate fatigue.
2. Leaders should think through how different groups handle uncertainty, and how to engage with each stakeholder in a strategic fashion.
3. What feels like pushback is sometimes just a pivot point.
4. The most effective leaders don’t treat symptoms, they interrogate the systems behind them (with curiosity and creativity).
5. In today’s climate, ignoring cultural undercurrents isn’t neutrality, it’s a risk. Leaders must reframe these tensions as strategic issues worth addressing.



# Session Highlights

## Discover Your Leadership Type: A BREAKTHRU Workshop

Laura Barnard – Breakthru



In a dynamic and interactive workshop, Laura Barnard challenged attendees to reimagine what leadership looks like in today's modern environment. Through her bespoke model, Barnard encouraged participants to embrace their intrinsic motivation, unique strengths, and individual differences as critical tools for innovation and engagement—challenging the outdated notion that leadership must fit a single mold. After completing their assessments, attendees discovered which of the 12 leadership types they aligned with, which of the four core motivations they possessed (to create, awaken, unite, or bring structure), and how to activate those strengths with intention.

### Key Learnings:

1. Anyone can be a leader, with the right training and support. Leadership is not about hierarchy, but about influence and impact.
2. True engagement and loyalty stem from employees feeling genuinely seen and understood, not from surface-level connections.
3. Effective leadership starts with understanding your own intrinsic motivations and learning how to recognize and activate the strengths of others.
4. Differences aren't barriers. Differences are catalysts for innovation. A mix of leadership styles allows teams to solve problems more creatively.
5. By learning from those who lead differently, we sharpen our own instincts, expand our toolkit, and can step more confidently into the roles our teams and organizations need.



**"There's not one [leadership type] that's better than the other...The differences are what enables us to innovate and collaborate in new and powerful ways." – Laura Barnard**

# Session Highlights

## From Division to Decision: Practical Ethical Frameworks for Leadership in Polarized Times

Ira Bedzow – Emory Purpose Project



**"I can't versus I won't are very different, right? So are values things that set limits on you, or are values things that build you up to make decisions?" – Ira Bedzow**

Ira Bedzow urged attendees to rethink the concept of ethics, not as a binary choice between right and wrong, but as a values-driven practice. The "right" decision is often context-dependent, requiring a deep understanding of your own values, your stakeholders' perspectives, and the broader organizational landscape. His Triple-A Framework (Awareness, Analysis, and Action) equips leaders to recognize bias, anticipate reactions, and implement thoughtful, values-aligned decisions. Leadership, he reminded us, isn't about always having the answer, but about asking sharper, more intentional questions.

### Key Learnings:

1. By consciously building an ethical decision-making muscle in low-stakes situations, leaders strengthen their readiness for more complex challenges.
2. Your gut reaction isn't wrong, it's just incomplete. You must recognize your innate reaction in order to understand the potential biases at play.
3. A strong decision needs a strong delivery. Think about how you'll communicate a decision, anticipate objections, and tailor your message to your audience.
4. Clarity beats complexity. Having generic values or too many values leads to confusion. Get really clear on a few select values so you can operationalize decisions and increase efficiency.
5. Resist black-and-white thinking. There are often more than just one or two solutions to a problem.

# Session Highlights

## Conflict as Catalyst: Harnessing Neuroscience and the Hidden Power of Contention to Rewire Leadership

Rajkumari Neogy – ibelong



In this neuroscience-informed workshop, Rajkumari Neogy challenged participants to embrace conflict as a catalyst for deeper connection. Participants explored how stress, nervous system dysregulation, and unresolved tension hinder decision-making and performance, contributing to the \$3.7 trillion global cost of workplace conflict and disengagement. In high-stress environments, many leaders default to left-brain strategies (checklists, and transactional communication) while neglecting the right-brain skills (tactical empathy, emotional regulation) that drive connection and trust. Effective leaders know how to use both hemispheres, and choose to challenge the traditional overreliance on logic with emotional maturity.

### Key Learnings:

1. Psychological safety and authentic recognition are not just culture goals, they're actually drivers of performance and retention.
2. Avoiding conflict doesn't save time; it actually builds hidden costs that show up in performance, trust, and turnover.
3. When employees bring up concerns, they're offering insight, not inconvenience. Don't rush into resolution. Fixing isn't the same as understanding.
4. Emotional maturity, and nervous system regulation is a key leadership skill. Leaders can't create psychological safety if they themselves are overwhelmed by discomfort.
5. Curiosity is a powerful antidote to reactivity. When leaders stay curious, they de-escalate tension and create connection.



**"The number one leadership skill is not empathy. It's not active listening. The number one leadership skill is sitting in discomfort. Because from there, you can do anything."**  
– Rajkumari Neogy



# Session Highlights

## Leading Through Resistance: A Blueprint for Breaking Barriers and Driving Impact

Aaron Craig Mitchell – Aaron Craig Mitchell Enterprises



**"What fuels y'all? It's an important question...we're going to need fuel and lots of it because the road to making a positive difference in the world can be long and unpredictable."  
– Aaron Craig Mitchell**

For the closing session, Aaron Craig Mitchell shared a powerful narrative about leading through resistance and leveraging community to create meaningful impact. In 2020, inspired by historical movements like Dr. King's Operation Breadbasket, Aaron crafted a bold proposal to move Netflix's deposits, which previously resided in various financial institutions, into Black-owned banks, and then mobilized his network to bring the vision to life. Netflix's \$100 million contribution to the effort sparked a broader movement at Fortune 500 companies, resulting in nearly \$2.2 billion invested by the end of the year. The initiative created substantial economic development and highlighted the power of strategic partnership and community-driven solutions in overcoming systemic barriers.

### Key Learnings:

1. Look to the past as a playbook. Historical social justice movements can inform and strengthen modern advocacy.
2. Cultivate your network with authenticity. Shared purpose is what turns connections into impact.
3. Real change takes time. Stay the course, follow through, and be prepared to have the same conversation more than once.
4. Know your superpower and use it with intention. Be bold where it counts, and be strategic where needed.
5. Impact looks different for each organization. Think outside the box and figure out how *you* can show up in a creative and meaningful way.





# Looking Ahead

# THE 2025 INNOVATION INSTITUTE

## THE FUTURE IS HUMAN

### LEADING WITH EMPATHY, CREATIVITY, AND TECH-DRIVEN PERFORMANCE

September 29 – October 1, 2025 | Ojai Valley Inn, CA

Join our next Yardstick Institute to explore:

- **Trust, Technology & Decentralized Power:** Organizations building infrastructure for the next generation of ownership, trust, and ethical innovation, through AI, Web3, and platform economies.
- **Human Performance, Wellness & Resilience:** Brands at the forefront of physical, mental, and cognitive optimization, who are enhancing how leaders train, recover, and thrive in high-demand environments.
- **Work Reimagined: Purpose, Talent & the Future of Work:** Enterprises advancing workforce transformation, inclusion, and belonging, and redefining how people experience work, navigate careers, and connect to purpose.
- **Designing the Human Brand:** Creative and digital experience partners helping organizations express identity with clarity, empathy, and intentional design across platforms and touchpoints.
- **Media, Connectivity, Culture & Creator Economy:** Platforms advancing public dialogue, decentralized content, and cultural influence across media networks, social platforms, creator tools, and knowledge-sharing ecosystems.



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