YARDSTICK MANAGEMENT

Press Kit

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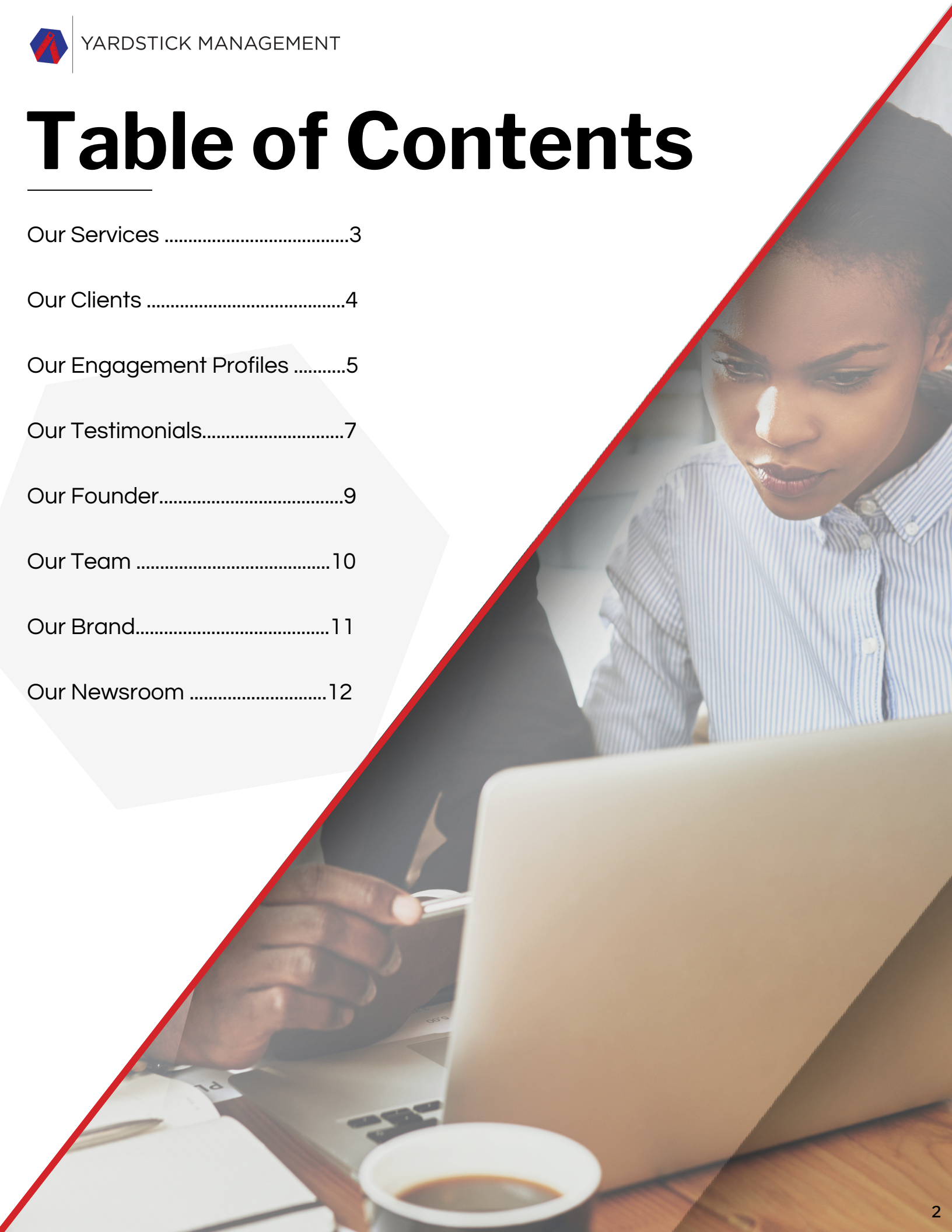
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YARDSTICK MANAGEMENT

Our Services

Yardstick Management is America's Leading Black-Owned Management Consulting Firm. We provide strategic comprehensive solutions to mission-driven global organizations from conception to realization.



What We Do

Management

- Needs Assessments and Business Development Strategies
- Strategic Planning Roadmaps
- Change Management Recommendations
- Human Capital Innovation
- Organizational Efficiency Plans
- Partnership Expansion
- Product Creation and Project Management Aid
- Brand Management

Diversity, Equity, and Inclusion

- Customized Training Sessions and Speaker Series
- Workshops and Conversation Facilitation
- Organizational Audits and Assessments
- Recruitment Strategies for Diversifying Internal Teams
- Blueprints for Improved Organizational Culture
- Tailored Diversity, Equity, and Inclusion Content, Programs, and Curricula

Executive Search

- Corporate Executive Searches
- Not-for-Profit Executive Director Searches
- Outsourced Executive-as-a-Service (EaaS)
- School Leadership Recruitment
- University Administrative Talent Search

Our Mission

Our mission is to help maximize the capabilities of organizations to change the world by providing the roadmap to get there. We believe that organizations should do well while doing good.

Our Values

At Yardstick Management, we practice what we teach, boasting a global team of diverse talent and consultants that deliver with purpose, measurement, and results. management consulting is in our DNA, helping us deliver customized consulting solutions as we cater to each of our client's specific needs with extraordinary attention to detail, data, and final results that propel comprehensive business excellence.

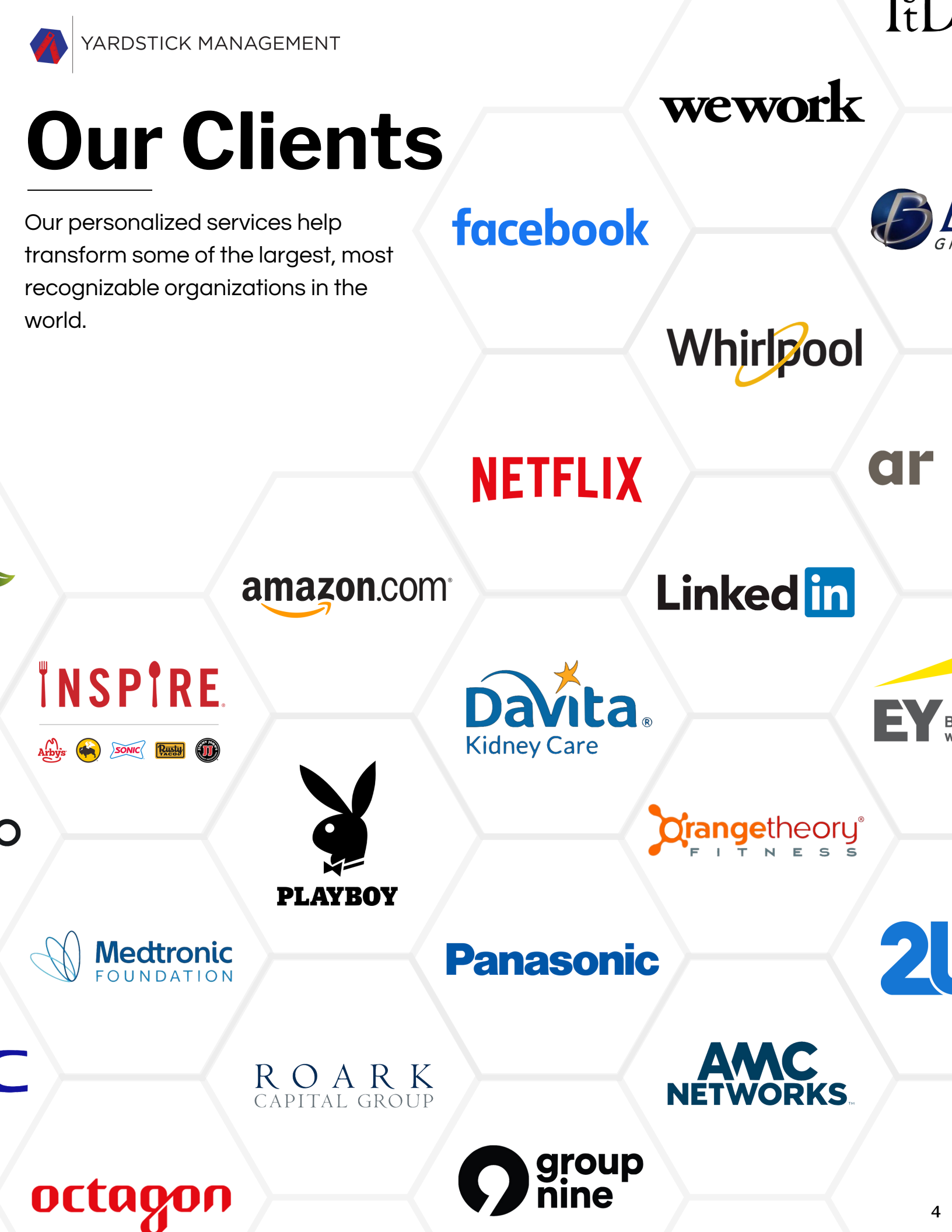
Our DEI Statement*

At Yardstick Management, diversity is at the heart of everything we do. We actively champion the unique perspectives and boundless talents of our diverse team as we support a continually expanding portfolio of national and international partners.

See full statement on website

Our Clients

Our personalized services help transform some of the largest, most recognizable organizations in the world.



Our Engagement Profiles

Yardstick Management has helped clients achieve their goals, whether it be corporate social responsibility or developing their executive team. We leverage our expertise to customize a solution for every engagement, creating lasting value.

Client: Netflix

The Challenge

Netflix engaged Yardstick Management to develop and implement swift and significant comprehensive solutions in the areas of organizational management, talent, and event strategy.

The Tactics

At the forefront of strategies utilized to drive DEI efforts were the Jefferson dinners. Yardstick Management carefully curated a diverse group of senior-level CXOs, SVPs, and other underrepresented minority leaders through its vast network of talent to inspire, inform and challenge attendees across verticals to change the complexion and composition of the C-Suite.

The Results

$100 million invested into Black banks after Yardstick's consultation

100 minority executive level individuals introduced to Netflix



Client: Roark Capital Group

The Challenge

Yardstick partnered with Roark's first Head of Diversity & Social Responsibility and Chief People Officer to design and advance high impact DEI strategies.

The Tactics

Over the course of nine months, our partnership resulted in the designing of more inclusive and equitable talent practices, diversifying talent pipelines, including developing a new program for undergrads in underrepresented groups, and providing support for Roarks portfolio companies along their own DEI journeys.

The Results

Yardstick helped Roark Capital to create a new externship program, pulling together and leveraging information from exceptional students from a diverse variety of schools and backgrounds resulting in the most diverse class of rising seniors joining Roark in the history of the summer internship program. Additionally, we facilitated four discussions designed and delivered in a manner that Roark can continue to utilize in the future.



Client: Venture for America

The Challenge

Venture for America (VFA) sought out professional consultation with Yardstick Management to significantly improve diversity, equity and inclusion efforts in the acquisition and retention of future entrepreneurs.

The Tactics

Yardstick methodically collected quantitative and qualitative data through stakeholder interviews, reviewed VFA's onboarding process, and analyzed feedback from across the organization about current practices being used to support all incoming VFA fellows.

The Results

Personalized guide for a **3** - year time frame focused on marketing, fellow recruitment, strategic partnerships, the fellowship match process, training for team leaders, and internal operations improvement



Our Testimonials



Yardstick Management's clients include Fortune 500 companies, state and local government agencies, public school districts, charter management organizations, universities, publishers, television networks, mid-market companies and not-for-profits. Serving our clients is our number one priority. We measure our success against one standard: **yours**.

> With our 67-year history of advocating for civil rights and freedom of expression, and our commitment to creating a culture in which all people can pursue pleasure – auditing our DEI practices, ensuring that we are living our values, and setting clear DEI goals and objectives is critical to the success and authenticity of our business. Yardstick has been an incredible partner for us. We continue to use the tools we've collaborated to build, embedding DEI best practices into the very fiber of our daily operations.
>
> – **Jenny Greenwald**, Playboy, Chief People Officer

> Our partnership with Yardstick Management has been both fruitful and effective. The technical skills of the team are best-in-class and the dynamics of the partnership allow for the transparency and honesty needed to drive meaningful change. I am grateful for the opportunity to collaborate with Yardstick Management's seasoned team of experts.
>
> – **Heidi Jedlicka Halvarson**, Medtronic Foundation Senior Philanthropy Specialist

> Amazon and Yardstick Management partnered to host the Amazon eSeries aimed at connecting diverse senior industry leaders to build community, learn, innovate and inspire each other! The Yardstick team has consistently over-delivered by bridging our network with authentic relationships with the senior-most diverse executives in the business. We're thrilled with their performance so much so that we've extended our partnership for an additional year and hope to partner with the Yardstick team for many years to come!
>
> – **Leslie McDade**, Amazon, Global Human Resources Leader

> Yardstick has been instrumental in helping our brand realize our purpose of helping people live a longer, more vibrant life. For Orangetheory, vibrant living means providing an opportunity for ALL people. As a franchise business in 26 countries, Yardstick has enabled us to be strategic and more intentional about how we execute our Diversity, Equity and Inclusion goals within our Headquarters as well as our franchise network.
>
> – **Kevin Keith**, Orangetheory, Chief Brand Officer

> Our partnership with Yardstick management has been a game-changer for DaVita. They worked diligently to bring unique and actionable insights to allow us to unlock our full potential in recruiting diverse talent at every level. The entire team is dedicated to taking a comprehensive approach to understanding the core issues with an eye towards developing practical and sustainable strategies that can be executed seamlessly. We feel fortunate to have added Yardstick as a strategic partner in our pursuit to achieve our long-term Diversity and Belonging goals.
>
> – **Kenny Gardner**, DaVita, Chief People Officer

> Our work with Yardstick for our LEAD executive customer program was truly transformative. We engaged with Yardstick as thought partners to deepen our DEI commitment and programming for our customers, increase the diversity of our speakers, and facilitate several engagements. In our FY21, this DEI programming activated more than 500 total customers across 264 accounts, providing a significant impact for talent executives from our top customers. We could not have achieved this without our partnership with Yardstick
>
> – **Mark Menke**, Group Manager, N. America Field Marketing

Our Founder



Dr. Ebbie Parsons, Founder and Managing Partner

The story of Yardstick Management begins in the heart and mind of a young committed entrepreneur, Dr. Ebbie Parsons, III, who by the age of only 11-years-old was identifying lucrative and innovative business service solutions. His eyes were always on the prize with the long term vision to exponentially grow and make sustainable impact on communities and societies around the world.

Dr. Ebbie Parsons, III, founded Yardstick Management in 2012 in response to a call-to-action from his mother, a Detroit Public School educator, and his wife, a global brand executive. When he complained about the lamentable state of education in America, his mother said, "If you're so upset about it, then DO something about it!"

His mother's comment prompted his enrollment in a doctoral program in education at the University of Pennsylvania and work in the charter school space. He soon grew frustrated with merely bringing others' visions to fruition rather than being able to shape the visions themselves – particularly as he saw minority students being underserved. His wife said, "If you're not happy with how they're helping kids, then DO something about it!"

It was at this point that he decided to leverage his wealth of experience in business and education to launch Yardstick Management, offering strategy consulting services to the education sector at the start and rapidly expanding the breadth of clientele to include global non-profit, government, and corporate partners. At the core foundation of our business is education, and it continues to guide the comprehensive strategy solutions we provide. Through this lens, we inform clients with relevant research, data, and customized strategic solutions for their Management, Diversity, Equity, and Inclusion, and Talent business needs.

Today, Yardstick Management is proud to serve some of the biggest names in the world–such as Facebook, Netflix, Amazon, LinkedIn, Prudential, Medtronic, and more. It has serviced over 100 companies, government agencies, municipalities, and higher education institutions in the U.S., Europe, Africa, Asia, and the Middle East. Yardstick has a proven track record of successful transformation from conception to realization and we are trusted by the largest companies in the world.

Dr. Parsons, III, and the Yardstick team are committed to building our clients' internal capacity so that they can enhance their ability to deliver extraordinary results to their constituents.

Our Team

In a global economy where consumers have more choices than ever, having a competitive edge in customized diverse solutions matter. Yardstick Management helps clients develop a plan that delivers a quantifiable impact on their target market.



Color Key
- Executive Team
- Leadership Team
- Team Member

Chris Webber
Partner
Atlanta, GA

Ebbie Parsons, III Ed.D.
Managing Partner
Atlanta, GA

Vallori Thomas
Performance Coach
Atlanta, GA

Candice Howard
Executive Assistant
Atlanta, GA

Operations

Naima Greenwood MBA
President and Chief Operating Officer
Atlanta, GA

Communications

Sima Shelbayah MA
Chief Communications Officer
Atlanta, GA

Management Consulting

Nicole Nero Ed.D.
Principal Consultant and Global Head of Management Consulting
Dallas, TX

Cathy Harrell
Principal Consultant
Atlanta, GA

Gilberto Orozco
Consultant, Manager of Business Strategy
Detroit, MI

Jaclyn Carter MHRIR
Sr. Consultant – HR
Hartford, CT

Kristi Beck
Senior Consultant
Los Angeles, CA

Mona Khalil MBA
Senior Consultant
Pasadena, CA

Josie Burton
Consultant
Fort Wayne, IN

Shakiri Murrain
Consultant
Atlanta, GA

Talent

Johnny Park
Global Head of Executive Search and Human Resources
Detroit, MI

Sonia Marroquin
Recruiting Operations Manager
Oakland, CA

Bernada Baker Ph.D.
Recruiter
Houston, TX

Odet Douglass, J.D.
Recruiter
St. Simons Island, GA

Haneen AbuFarha MBA
Diversity Sourcer
Instanbul, Turkey

Mays Iseed, M.A.
Recruiter
Atlanta, GA

Gordon Callaway
Recruiter
Atlanta, GA

Reyonia Whipple
Associate Recruiter
St. Simons Island, GA

Diversity, Equity, and Inclusion

Monica Miller-Smith Ed.D.
Global Director of Research & Impact
St. Simons Island, GA

Melanie Calhoun MBA
Senior Consultant
Atlanta, GA

Neil Van Leeuwen Ph.D.
Senior Consultant
Atlanta, GA

Marketing and Communications

Jasmine Johnson
Brand Strategist
Detroit, MI

Kae McGowan MA
Senior Designer
Atlanta, GA

Keisha Herron
Consultant, Events Manager
St. Simons Island, GA

Our Brand

Our branding reflects our clean, classic but modern and edgy style. Our images can be downloaded by clicking the white button below.



Logo Variations

YARDSTICK MANAGEMENT
Purpose. Measurement. Results.

YARDSTICK MANAGEMENT
Purpose. Measurement. Results.

YARDSTICK MANAGEMENT

Download Images

Our Newsroom

Yardstick Management has been featured on various news outlets and platforms such as:

Forbes INSIDER HUFFPOST

AJC Atlanta. News. Now. THE ATLANTA VOICE HRD HUMAN RESOURCES DIRECTOR AU NZ CA US Asia

THRIVE GLOBAL Authority Magazine ATLANTA BUSINESS CHRONICLE



"Yardstick Management, founded by Ebbie Parsons in 2012, has been consulting with Netflix for months on how it can add more minorities to its executive ranks. He also introduced the video-streaming giant to Black business leaders."

– Atlanta Journal Constitution

"Yardstick is helping us audit our business practices so we can evolve and implement diversity, equity and inclusion strategies that support our goals."

– Jenny Greenwald, Chief People Officer of Playboy told HRD Magazine

Certifications

CLINTON GLOBAL INITIATIVE

Minority Business MBE CERTIFIED Enterprise

Inc. Best in Business 2021

GBJ BEST OF GEORGIA 2021

Articles and Features

Jack Dorsey's departure leaves Twitter's culture at a crossroads. What new CEO Parag Agrawal does next has big implications for diversity in tech, experts say

Inc.'s 2021 Best in Business List

Georgia Business Journal's Best of Georgia 2021 List

Netflix $100M lending plan to Black-owned businesses has Atlanta Link

Here are the 80 Community Leaders Named to Leadership Atlanta's Class of 2021



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