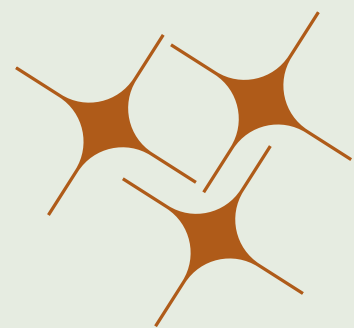


circle of belonging

your partner in inclusive impact



nice to meet you!



Left: Janeen Demaniuk , (they/them)

Right: Sydney McNeill (they/them)

We're Janeen and Sydney: partners in life and work who've lived both harm and possibility. We're queer, neurodivergent, and disabled. For over a decade, Sydney served in inclusive leadership roles across consultancies, agencies, post-secondaries, and non-profits, and Janeen established themselves as a skilled and trusted leader in the trades.

Then, we decided to channel our experience into something new and purposeful. We built Circle of Belonging for people who care enough to change. Most of us want to shape a better world and show care to others. But we live in a world that doesn't always teach us how. We walk alongside you to create a positive impact, from the personal to the systemic.

what do we mean by belonging?

- Belonging happens when we have access and opportunities to thrive as our authentic selves.
- Belonging grows from equity, justice, inclusion, accessibility, and anti-oppression.
- Belonging weaves through everything - it's a lens that can be applied across all roles, functions and scales (not limited to Human Resources or Equity, Diversity, and Inclusion roles/departments).
- Belonging is designed in, not added on.
- Belonging is felt, and belonging is tangible and measurable.

why is this work important?

When belonging becomes a lens and values become an operating system, what's possible?

- Decisions are brave. Co-design and transparency become natural. Repair is normalized, and mistakes become learning and growth rather than crises.
- Strategy is honest. Values become a compass, and progress feels collective, human, and dynamic.
- Operations are ethical and intentional. Actions stem from the “Why”; not the status quo.
- Culture feels safe and vibrant. People show up fully, stay longer, and grow. People are engaged, ideas are dialogical, outputs are creative.
- Influence gets wider. Precedents are set, industries and systems shift, stories spread.

consider some recent data...

Belonging has measurable impacts.

- +56% job performance
- -50% turnover risk
- -75% sick days
- Psychological safety is the #1 driver of high-performing teams.

Belonging is holistic.

- Well-being hinges on leadership behaviours, job/organizational design, and ways of working (not one-offs, initiatives, or perks).

Belonging is needed.

- Shrinking DEI commitments are resulting in a lack of employee trust and misalignment.
- Employee engagement is down globally.

what principles guide our work?

- **Equity and justice as foundational.** Every decision, strategy, and outcome is shaped by the belief that everyone deserves access, full participation, and opportunities to thrive, and by the reality that systems privilege some and disadvantage others.
- **Relationships as practice.** Change necessitates trust. We center trust, collaboration, accountability, and mutual benefit.
- **Nothing about us without us.** Lived expertise is non-negotiable. Those most impacted by systems of power hold critical insight and must lead the work.
- **Integrity as action.** We align strategy to values and design solutions that are sustainable, transparent, and measurable.
- **Transformation as the goal.** We don't just adjust broken systems; we reimagine them. And we get there through individual growth, team habits, and community participation that compound systemic change.
- **Belonging as the outcome; equity as the expectation.** Progress means increased access, participation, safety, dignity, opportunity, and thriving for all, and especially those denied equity. It also means clear understanding, action, and accountability by those with privilege.

The page features decorative swirls in the corners: a yellow swirl in the top right and a brown swirl in the bottom left. A large orange circle serves as a background for the main text.

advisory circle

We engage an equity-deserving Advisory Circle. This includes experts across specializations and industries who identify as Black, Indigenous, Persons of Colour, 2SLGBTQIA+, disabled, and more. At the beginning of each project, we identify the critical lived experience lenses to ensure a comprehensive belonging lens, building collaboration and advisory engagement into the process. When you work with us, you're not just working with Sydney and Janeen. We typically engage between one and five Advisory Circle members per project.

services overview

Understand

- IDI® assessments (individual, team, org)
- Psychologically safe engagement (surveys, interviews, workshops)
- Current-state reviews (documents, data, practices)
- Research reports and briefings (insights to action)

Grow

- Coaching and strategic action
- Team training and application
- Self-guided tools and resources
- Speaking and storytelling (lived experience and professional expertise)

Strategize + Plan

- Priorities and focus areas
- Strategies and action plans co-developed with your team
- Defining/measuring success (equity/belonging KPIs and metrics)
- Inclusion lens on organizational and department strategy (planning or review)

Implement

- Leader guidance: embed inclusion in decisions and culture
- Operational guidance: resourcing, budget, timelines, staffing
- Engagement for buy-in and skills
- Policy/process reviews for inclusive practice
- Inclusive application resources

Sustain + Adapt

- Ongoing assessment, reporting, and recommendations
- Sustainable advisory partnerships
- Learning, coaching, and resource development for emerging needs

what are some ways to get started?

Personal Intercultural Growth and Coaching (1 month): Grow your intercultural competence. An online Intercultural Development Inventory® (IDI®) assessment, debrief, and growth plan, and three follow-up coaching sessions.

Pricing Transparency: \$1,000 CAD + GST

Belonging and Equity Check-In (1-3 months): Understand belonging within your team or organization. Survey, option for an in-person component, analysis, report, and presentation to provide a baseline understanding of the current state.

Pricing Transparency: \$3,500 - \$5,000 CAD +GST (<40 participants), \$6,000 - \$9,500 CAD +GST (41 - 200 participants), \$10,000 - \$18,500 CAD + GST (201 - 1,000 participants)

what are some ways to get started?

Custom Training Path (2 months): Grow your team's skills. Needs assessment, two custom training sessions (specific to team, industry, challenge, etc.), one 90-minute application lab, and an application toolkit.

Pricing Transparency: \$8,000 CAD - \$12,000 CAD + GST

Policy and Process Equity Review (1-2 months): Ensure inclusive policy and process. Advisory Circle review, focused on identifying risk, ensuring positive impact, and implementation readiness, revised policy draft, and presentation of recommendations.

Pricing Transparency (per policy/process): \$5,000 - \$7,500 CAD +GST (lighter review required), \$8,000 - \$10,000 (in-depth review required), \$10,500 - \$16,000 (complex review required)

what are some ways to get started?

Strategic Planning, through an Equity Lens: Embark on Board or Executive strategic planning through an equity lens, ensuring equity and inclusion are foundational. Onboarding, learning session, workshop, draft priorities and measures, and presentation. Implementation and engagement support are also available.

Pricing Transparency: \$7,500 - \$18,000 (facilitation and draft strategic direction only), \$18,500 - \$38,000 (implementation and engagement support).

additional services (with pricing transparency)

Accessibility-by-design integration (1-2 months): Build accessibility in, rather than adding it on.

We'll audit meetings, communications, workflows, action plan, and implementation guidance.

Pricing Transparency: \$7,500 - \$15,000 CAD + GST

Leadership accountability enablement (1-2 months): Embed inclusive accountability best practices into leadership. Two leadership workshops, follow-up coaching, and co-created accountability and repair principles and practices.

Pricing Transparency: \$8,000 - \$18,000 (dependent on volume of coaching required)

Employee Resource Group (ERG) strategy and support package (1+ month): Set ERGs up for success. Purpose and charter, leader toolkit, meeting structure, events and priorities roadmap. Facilitation and administration support are available upon request.

Pricing Transparency: \$6,000 - \$14,000 (dependent on initial setup versus ongoing support)

Quarterly Metrics and Learning (quarterly): Set meaningful equity/belonging measures, then stay data-informed and accountable. Quarterly updates, reports, and action workshops.

Pricing transparency: \$6,000 - \$12,000 (higher scale for initial setup, lower scale for monitoring and updates)

additional services (with pricing transparency)

Advisory partnership (monthly): Embed inclusion into your regular decision-making with regular, on-call partnership and guidance. Includes a monthly hours bank and working session with asynchronous feedback.

Pricing Transparency: \$5,000 - \$12,000 CAD + GST monthly (dependent on monthly hours and Advisory Circle involvement)

Procurement and vendor equity review (1-2 months): Build inclusion into your procurement and vendor equity processes. Criteria, scoring tools, and supplier enablement.

Pricing Transparency: \$5,000 - \$15,000 CAD + GST (dependent on complexity of vendor and procurement processes)

Inclusive meaning-making framework and guidelines (1 month): Share your impact in ways that feel authentic, respectful, and resonant. (Note: We'll help make meaning of your impact. Then we can connect you with an inclusive marketing and communications agency).

Pricing Transparency: \$4,000 - \$9,000 CAD + GST (includes introduction and handover to agency if desired)

Rapid incident response coaching (up to 30 days): Triage, harm reduction, authentic and respectful response, repair plan, leadership coaching, and a lessons learned reflection.

Pricing transparency: \$3,000 - 8,000 CAD + GST (dependent on complexity and severity of incident and support required)

what's always included?

- Relationship-building and context gathering to start
- Trauma-aware facilitation ongoing
- Frequent, detailed, and proactive communication
- Industry-leading ethical and inclusive research, engagement, and data practices
- Prioritization of psychological safety
- Comprehensive and ongoing consent processes
- Confidentiality and anonymity in sharing belonging-related input and data (unless full consent is given otherwise)
- Advisory Circle engagement and input
- In-house full participation and accessibility considerations and accommodations

what can be factored in?

- Customized support and service offerings for unique situations, organizations, opportunities, and budgets.
- Reduced pricing options for nonprofits, community organizations, grassroots groups, and purpose-driven small businesses.
- Sponsorship opportunities to support training, growth, and resources for equity-deserving people and organizations.
- Can you provide additional services?
 - Yes, we charge at cost (no inflation), with hourly billing for our administration time. This might include additional accessibility and full participation support (e.g. ASL or multi-language communication), legal counsel collaboration, or travel and physical venue costs.

what next?

- If you're interested, book a quick introduction call with Sydney (they/them) to assess fit and goals!
- If it's a fit, we'll book a 60-minute co-scoping call to chat about your needs, constraints, and resourcing.
- We'll have a proposal to you in 1-2 business days, with at least two options and timelines.
- You'll choose the path forward and sign off on the proposal if all looks good (or we'll make adjustments as needed).
- We'll start our work together, going through the onboarding, collaboration and outcomes process (outlined in detail within the proposal)!

Process FAQ

Virtual or in-person? Both! We're located in Edmonton, AB, Canada, and work with contributing Advisory Circle members who can support in-person work in various locations. We also travel where in-person is necessary or beneficial. We're also experienced in working and engaging virtually, and we conduct the majority of our work through virtual meetings and communications.

What's expected of the client? A point person, timely communication and feedback, and access to the documents and people we need to do the work well. Inclusive values and an openness to feedback and growth (which we enthusiastically reciprocate on our end).

Pricing FAQ

- **What affects pricing?** The organizational size and number of participants, the depth of customization and engagement, the volume of material to review or create, the complexity of analysis, the project timeline and speed of work, and the number of Circle of Belonging team and Advisory Circle members engaged in the project.

What are your payment processes? For projects lasting less than six weeks, we invoice 50% upfront and the remaining 50% upon delivery. For longer work, we invoice 40% upfront, 40% mid-project, and 20% upon delivery. Payment is due within 30 days of invoice receipt.



let's connect

book an introductory call,
email sydney,
or visit our website!

