

Portfolio for Peter Leondedis



Samples of recent work

(Please note that Deloitte has a very strict policy about sharing IP outside of Deloitte and has significantly restricted access to materials. The following comes from externally published articles and websites.)

SAMPLE 1: The following messages were sent to Deloitte’s 120,000 personnel following the deaths of Ahmaud Arbery, Breonna Taylor, and George Floyd. The global audience for this series of messages is comprised of leadership, professionals, staff, and administration. After much consideration, and resounding approval by our stakeholders, these messages were subsequently posted externally to Deloitte.com.

Wednesday, May 20, 2020

Colleagues,

Over the past few months, we’ve been faced with challenges that are truly unprecedented. As we come together as a Deloitte community to navigate this environment, we have an opportunity and an obligation to remain steadfast in our commitment to foster a diverse and inclusive culture. Deloitte should serve as a beacon of hope and inspiration throughout our communities.

Our commitment to inclusive leadership and behaviors, empathy, and allyship is more important than ever. We have been deeply saddened by recent events that go against our shared values—from the senseless and tragic shootings of Ahmaud Arbery in Georgia and Breonna Taylor in Louisville, to the slurs and bias against members of the Asian-American community in the wake of COVID-19, and the inequitable impacts this virus has had on many diverse groups in our communities—it’s a harsh reality that systemic bias, racism, inequality, and injustice continue to exist.

As a firm, we will continue to lead by example by reinforcing our unwavering commitment to diversity and inclusion with each other and in our communities. We continue to drive awareness of unconscious bias and how to mitigate it through training and resources. We have launched virtual inclusion events, activities, and exercises that bring people together and promote dialogue and understanding through our Inclusion Councils. And we have committed \$2 million to support organizations and funds directly responding to COVID-19 relief and recovery efforts in our communities.

And as individuals, it is important that each of us demonstrate our shared values in all that we do. We each have a responsibility to be even more aware of unconscious bias happening around us. Our everyday actions to embrace diversity, act with empathy, and foster inclusion can drive real, positive change in society. Equally important, we all have an obligation to call out and address non-inclusive behaviors by others when we observe them. We cannot, and will not, let the challenges present in the world today pull us back from the progress we have made.

These are incredibly difficult realities to grapple with, and we recognize the personal impact these challenging times and senseless acts have on each of us. We want to emphasize that we are here for you.

Thank you for all you are doing, and will continue to do, to rise to the occasion in these difficult circumstances. We are grateful for each of you, and the inclusive culture you help foster.

All our best,

Joe, Janet, Teri

Saturday, May 30, 2020

Colleagues,

It is with great sadness that we share this brief note, only a few days after communicating with you about racism in our country broadly, as well as recent senseless tragedies that have occurred. While there are no words to adequately describe the anger and hurt we are both feeling today, we felt that silence is simply unacceptable—and we know that you share in that sentiment. In that spirit, we express our unwavering commitment to stand against the legacy of systemic bias, racism, and unequal treatment that continues to plague our communities with frightening frequency. The black community in particular is experiencing unspeakable trauma.

We have each made a meaningful personal donation today to organizations that are committed to bringing about social justice and repairing our communities. Our commitment to you is that we'll be back in touch, shortly, with specificity as to the plan we will execute to ensure Deloitte is leading the change we want to see. Words, emails, and donations don't suffice.

In solidarity,

Joe Ucuzoglu

Chief Executive Officer
Deloitte US

Janet Foutty

Chair of the Board
Deloitte US

Thursday, June 4, 2020

Colleagues,

Since our note on Saturday, we have heard from many of you—sharing your personal experiences with systematic racism and bias, feedback on our firm's culture, including ideas on how we can improve racial injustice and bias especially with the black community, and suggestions on calls to action for Deloitte to lead the changes in society that we all want to see. As the leaders of our firm, we are not only actively listening, we are committed to action.

Tomorrow (Friday June 5th), we will come together as a Deloitte community to honor the victims of racial injustice, and to learn, listen, and start exploring and defining ideas of concrete actions we can take as an organization to positively impact change. We know that we do not have all the answers, which is why we seek your direct input and engagement.

- **Moments of Reflection:** We'll be hosting two national webcast sessions (morning and afternoon ET) to take a pause—a moment of reflection—to honor the victims of racism and

racial injustice in our country and to acknowledge and commit to the transformation of society that must occur.

- **Safe Place for Dialogue:** To allow for opportunities for your voice to be heard in a more informal setting, leaders will host small group conversations over the next several weeks with the first few of these occurring tomorrow. During these sessions, you'll have the opportunity to share your experiences, raise your concerns and ideas, hear each other's stories, or just simply listen and learn. In addition to these sessions, we are meeting with our black PPMs tomorrow to hear their perspectives and counsel.

Education and Resources for All of Us

This is not only an organizational journey; this is a call to action for each of us individually. The Deloitte Inclusion team has created a website which includes a number of resources that you can leverage to learn more about how you can take definitive actions to support our black community, promote equality, root out bias, speak up against racial injustice, and serve as allies. We will continue to add to this list as we continue to receive many recommendations.

We have read (and listened to) a number of these resources, and **both of us highly recommend the following:**

- Bryan Stevenson's Just Mercy
- Ava DuVernay's 13th
- Dr. Brittney Cooper's Eloquent Rage: A Black Feminist Discovers Her Superpower
- Maya Angelou's I Know Why the Caged Bird Sings
- Ijeoma Oluo's So You Want to Talk About Race
- Robin DiAngelo's White Fragility: Why It's So Hard for White People to Talk About Racism
- Dr. Ibram X. Kendi's How to Be An Antiracist
- 1619 podcast (New York Times)

Investing Deloitte's Resources to Rebuild our Communities

Deloitte has a long history of supporting our communities, including donating our dollars as well as the time of our people to organizations doing important work, but we must do even more. We will start **ramping up our substantial investments, including an additional \$5 million dollars of contributions and pro bono commitments, to a number of organizations that are fighting for social justice, tackling employment and wealth inequality, and creating educational opportunities for underserved communities. We will expand well beyond some of the organizations we have historically supported, and we want you to be engaged in the decision** of where we direct our monetary contributions and pro bono efforts. Be on the lookout tomorrow for a link that will allow you to provide your input on organizations you'd like us to consider supporting.

Taking Care of Yourselves and Each Other

We ask that you take care of your own well-being and be there to support each other. We recognize that this traumatic time is even more difficult as we cannot support one another in person. We encourage you to take the time to take care of yourself, reflect, grieve, and connect

with family and friends. And, please be there for your colleagues—exercise empathy, embody allyship, and join one of the Moments of Reflection sessions on Friday to listen and open your heart to understanding.

You have our unwavering commitment that our intense focus will not fade as the news cycle shifts—**Deloitte is in it for the long term, and we will do the hard work to change the unacceptable status quo. To that end, we are in the process of organizing a group of internal and external advisors to help us architect and execute the long-term strategy and plans to sustain real change who will report directly to the two of us—more to follow on this.** We look forward to sharing more with you and listening to your ideas and feedback.

In solidarity,



Joe Ucuzoglu
Chief Executive Officer
Deloitte US



Janet Foutty
Chair of the Board
Deloitte US

SAMPLE 2: The following videos were written and produced by me for Ms. Foutty’s Communications program. Only a few of the 3-5 videos we shoot a month are available in the public domain. Please note that the selections below were shot virtually due to social distancing.

This first clip was for an organization with which Deloitte has an alliance. They were seeking her advice on being a member of a Board during a time of crisis.

https://www.youtube.com/watch?v=p3Wto_WBbnY



This second clip is a fun series we did based on a comic book. A writer approached us with the idea to create a series of women leaders incorporated into a graphic book series for young readers. Once the graphic novels were completed, we thought a series that featured the leaders reading the books would be of interest and use to teachers during the current pandemic.

<https://www.youtube.com/watch?v=WStziwQeLs>



SAMPLE 3: The following is a LinkedIn blog post. This represents the “voice of leadership” that I have worked to cultivate for Ms. Foutty in my career. Here she demonstrates empathy and her humanity while still providing thoughtful leadership in times of crisis. This is part of the social media plan I developed for her and have curated over my career. This article, as well as the other 20+ articles on her LinkedIn page, led her to being recognized as a LinkedIn “Influencer” and her work is now carried in publications from LinkedIn regularly.



Don't feel bad about feeling bad... or....Hand sanitizer and empathy

Published on March 11, 2020



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My life is very different today than it was even last week. I am sure yours is too. We are all trying to adapt to life in a pandemic.

I was on a call yesterday and a colleague was stressed because she was not in the same place as her beloved dog. She was apologizing for being distracted but it was very important to her, and she admitted she would feel better when she was reunited with her dog. Later, she apologized again and said she thought that her stress was not worthy because so many other people have much more serious issues to deal with right now. Of course I told her that I understood and would feel the same way about my dog (PS - the photo is her on the bottom with her dog - happy reunions today for sure!)

I've heard more than a few sentences start lately with "I know I shouldn't be complaining, but..." and it made me think that in times like this, one person's challenges may be different than another person's challenges but they are challenges and they are all valid. They all require empathy.

In difficult times it is absolutely critical that we pack empathy in our bag along with the hand sanitizer and apply them both liberally. I know many of my friends are unhappy that this situation is causing their kids to miss out on the spring musical or final high school baseball season, others are worrying about working from home and home schooling their kids at the same time, or are concerned about their friends in a highly impacted business (foodservice, events, etc.), and all of us are worrying about the older people in our lives. There is no shortage of things to be concerned about - but if you are concerned about something, I believe you should cut yourself some slack and go ahead and be concerned, as long as you are empathetic to the concerns and even grief of others. We all know someone in a worse situation than our own personal situation. Therefore, consider what you might be able to do to assist them, but know that it is still okay to have your own feelings of being overwhelmed.

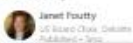
So, what can you do?

Help those in food insecurity. Gifts to organizations that help get food where it is needed are even more important in times like these (an idea is to start with [Feeding America](#) for links to your local services). Staying in touch with friends and neighbors and connecting with your community (albeit virtually - but my phone volume is going up for sure!). Buying a restaurant gift card or ordering takeout to help those in that industry. Listening to your friends and colleagues and being a (virtual) shoulder to lean on. And letting those who say that they shouldn't be complaining go right ahead and complain.

We will get through this - but it will be a lot easier to do together through understanding, empathy, and an almost devout desire to wash one's hands.

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