



Human Capital & Culture Consulting & Marketing

- ✓ Reduce risk (litigation, public opinion)
- ✓ Increase revenue: discover new lines of business & audiences
- ✓ Cultivate productivity (employee retention, reduced attrition)
- ✓ Unlock the full potential of your human capital
- ✓ Cultivate inclusive workplace cultures

**Jefferson Darrell, Founder & CEO Canada's
Leading ESG Consulting & Marketing Firm**




Services: 360° Approach

- Human Capital & Culture Assessments using Artificial Intelligence
- 360° Business Case & Strategy Development
- Inclusive Leadership Counselling (Training & Coaching)
- Bravey Talks & Motivational Keynotes
- Micro-Learning for Continuity & Sustainability via DiverseCity™ App
- Corporate Social Advocacy for Purpose-Driven Marketing

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Let's break some eggs!™



Breakfast Culture™ Inc. is a full-scale, data-driven, tech-forward Human Capital & Culture Consulting & Marketing company.

Human Capital & Culture Assessments

Many organizations invest billions in the health and wellbeing of tangible assets, like machinery, infrastructure, and technology; yet often neglect their most valuable resource: people. We believe that your business success begins with unlocking the full potential of your human capital.

We partner with you to ensure your employees bring who they are—their unique skills, experiences, and perspectives — to the table, and align these strengths with your strategic goals. By optimizing talent, we empower teams to thrive and drive meaningful results.

We Help Organizations Benchmark & Measure Their Human Capital & Culture Initiatives or KPIs

One of the most common questions we receive from clients is how to measure the success of their human capital and culture initiatives. Whether they have existing in-house strategies or are collaborating with other consultants for training and coaching, We provide a streamlined version of our proven five-step process.

As an objective third party, we bring fresh perspectives, ensuring unbiased analysis. Additionally, our process guarantees employee anonymity, fostering higher levels of honesty and participation in the feedback process.

By leveraging our expertise, organizations gain a clear and accurate understanding of their culture, empowering them to make informed decisions and drive meaningful improvements. Let's unlock your team's potential together.

Corporate Social Advocacy: Purpose-Driven Marketing for Authentic Brands

We believe brands thrive when they embody their authentic selves — not just in their marketing campaigns but across every aspect of their operations. Corporate Social Advocacy goes beyond the superficial. It's about aligning with your core values and demonstrating them consistently — every day, everywhere, and in every way.

For brands, this translates into authenticity, accountability, and action. It's not a one-month-a-year effort, nor is it a series of opportunistic campaigns. It's about being:

- **Authentic:** Living your values throughout your supply chain, hiring practices, and internal culture.
- **Prepared:** Anticipating challenges and addressing them with integrity.
- **Present:** Engaging meaningfully with stakeholders, customers, and communities.

Redefine marketing as a force for purpose and authenticity.

Our Clients Include:



Why ESG (Environmental Social Governance) Matters

- **Money:** Boycotts, consumers vote with their wallets.
- **Reputation & Risk:** Litigation from human rights violations & the court of public opinion.
- **Employee Retention:** How do I keep my best people?
- **Corporate Social Responsibility:** It's just good business as a corporate citizen.