



THE PURPLE METHOD

OUR METHOD

Building safer workplaces,
one organization at a time.

WHY IT MATTERS

THE PROBLEM



Research demonstrates that sexual misconduct has significant negative effects on individual well-being and workplace behavior, and decreases job performance and organizational commitment -- even among those who don't personally experience it. Effective policies and procedures, however, have been shown to significantly increase employees' understanding, sense of value within the company, and willingness to stay with a particular employer.

AT A GLANCE



- According to a [2022 study](#), 53% of respondents faced sexual harassment in the last 12 months. The [most common type](#) of harassment cited was unwelcome sexual advances (46 percent of those who had been harassed).
- [35% of women](#) in corporate America experience sexual harassment at some point in their careers, from hearing sexist jokes to being touched in a sexual way.
- [34% of employees](#) have left a job due to unresolved harassment concerns.

REDUCE - We believe the best way to create and maintain a harassment-free workplace is to prevent issues from occurring in the first place. That's why the first pillar of our framework focuses on helping organizations take a proactive approach to creating safe and inclusive workplaces. That means: (1) fostering an environment where employees feel comfortable voicing concerns and (2) effectively training employees on your unique policies to create shared norms and expectations.

RESPOND - We know that even the best preventative measures don't stop all problems from occurring. That's why the second pillar of our framework helps employers respond appropriately and effectively when misconduct still takes place. That means: (1) breaking down barriers to internal reporting, (2) implementing thorough investigation processes, and (3) taking fair and proportionate corrective action that holds people accountable.

RETHINK - We understand that organizations that prioritize diversity, equity, inclusion, and belonging in the workplace also have fewer incidents of harassment and discrimination. That's why the third pillar of our framework zooms out to assess an organization's commitment to addressing systemic inequality. That means: (1) understanding the intersectional nature of workplace harassment and (2) establishing programs and policies that allow employees to bring their whole selves to work.

REBUILD - We are deeply aware of the negative effects sexual harassment can have on individual well-being and organizational health. That's why the fourth pillar of our framework exists to create a world in which employees around the globe can come to work every day knowing that they are safe and valued. That means centering their experiences to implement anti-harassment solutions that actually work. Together, we can build safer workplaces everywhere, one organization at a time.

PILLAR I: REDUCE

Taking a proactive approach to creating safe and inclusive workplaces

When organizations are more transparent with employees, they tend to be more successful in several areas: they have increased employee engagement and a stronger organizational culture. Transparency fosters an environment that allows employees to freely communicate while feeling encouraged to use their voice to call out misconduct they experience or witness.

When taking the steps to cultivate a workplace where workers feel heard and valued, employers should strive to build more intentional, transparent, and employee-centered policies, thus creating a shared culture around what behavior is acceptable. However, the best policies are only effective if employees are made aware of them. To educate employees on workplace policies, procedures, and expectations, organizations should focus on implementing customized and interactive trainings to reinforce those shared values.

The first pillar of our framework focuses on helping organizations take a proactive approach to creating safe and inclusive workplaces by emphasizing:

TRANSPARENCY

In order to create a culture of transparency, employers should shift their focus, transforming their workplaces from need-to-know cultures to “need-to-share,” where privacy is replaced with proactive transparency. Organizations should establish clear standards of behavior, be proactive in communicating their policies regularly to employees, and hold individuals who engage in misconduct accountable.

TRAINING

Anti-harassment training improves understanding about the type of conduct that is unacceptable in the workplace. When employees are aware of how to identify misconduct they are more likely to come forward. A well-designed, customized training program can have a positive impact on workplace culture.



REDUCE



BEST PRACTICES: TAKING A PROACTIVE APPROACH

- [Create policies that workers can understand.](#) Workplace harassment policies should be clear and comprehensible. Oftentimes, policies are not clear about the difference between the law's definition of sexual harassment and the company's definition of sexual harassment. Making this difference clear helps employees understand the similarities and differences between the internal and external recourse channels to which they have access to combat harassment, as well as the company's intention to create a safe, inclusive culture above and beyond the law.
- [Share misconduct more broadly.](#) To increase transparency and demonstrate that the company takes misconduct seriously, employers should share information with employees about the number of reports made each year and the basis for those reports. By producing a clear, transparent report on misconduct and the actions taken in response, an organization demonstrates that it takes misconduct seriously.
- [Include corporate culture, mission, and values in workplace trainings.](#) The best companies have shifted their anti-harassment training focus from legal definitions and consequences for misconduct to emphasizing their commitment to creating an environment based on ensuring the respect and dignity of all employees. Instead of utilizing conventional trainings that merely "check the compliance box," organizations should embed their mission and values in training programs to demonstrate that anti-harassment training is not a distraction from work, but rather is essential to fulfilling the organization's mission.
- [Implement bystander trainings.](#) Bystander intervention trainings provide individuals with options for what to do when they witness workplace harassment - from direct intervention, to reporting, or changing the topic of conversation. When bystanders intervene, it not only indicates to coworkers that their behavior is not tolerated, but it also changes the workplace culture.

PILLAR II: RESPOND

Responding appropriately and effectively when misconduct takes place

Even the best preventative measures don't stop all problems from occurring. When employees experience or witness workplace harassment, they often fail to report it. Fear of retaliation, fear of not being believed, and not knowing where or how to report are just a few of the main reasons employees do not feel willing or able to bring concerns forward. Employees want their workplaces to take allegations of harassment seriously. By taking the time to implement robust reporting, investigation, and corrective action policies, employers can build trust with their workforce, give employees a voice, and ensure accountability.

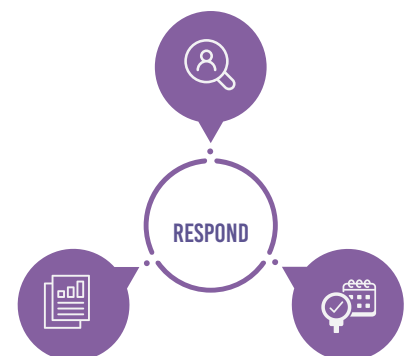
The second pillar of our framework helps employers respond appropriately and effectively when misconduct still takes place by focusing on:

REPORTING

To break down barriers to internal reporting, employers must establish clear reporting channels – including providing multiple ways for employees to report misconduct – and protect employees from retaliation so they can effectively respond when incidents of harassment occur in the workplace. Fostering safety, integrity, and the importance of employee voice can help individuals report misconduct more easily. Employees will be proactive in reporting instances of misconduct if they feel their company cares not just about its assets but also about the well-being of its people.

INVESTIGATIONS + CORRECTIVE ACTION

Employers must take steps to create prompt, thorough and impartial investigation procedures to respond effectively when employees report instances of workplace harassment. Leaders also need to demonstrate they take these issues seriously by taking fair and proportionate corrective action measures in response to substantiated allegations to hold people accountable.





RESPOND



BEST PRACTICES: RESPONDING APPROPRIATELY AND EFFECTIVELY TO MISCONDUCT

- [Think about responding vs. reacting to workplace sexual misconduct.](#) Use accountability as an opportunity to change the behavior of those committing harm, rather than to just punish (a harm reduction approach). As opposed to reacting - which doesn't include careful forethought and doesn't take into account the singularities of each situation and person - responding to workplace misconduct considers these things by asking essential questions such as, "How do we hold the person who caused harm accountable in a way that changes their behavior" and "How do we look at accountability in a way that it doesn't condone harm but doesn't equate to punitive measures?"
- [Provide support from the outset.](#) Before, during, and after the pendency of an investigation, establish contact with the affected employee and keep the lines of communication open. Offer the employee space and the opportunity to informally discuss the event at their discretion. Ensure that their needs and workplace requirements are met, physically and emotionally. Provide options such as additional flexibility and even home working options and assist them with locating and utilizing wellbeing services.
- [Create a culture that values employees' voices.](#) Despite its importance, evidence suggests that many managers are often hesitant to solicit voice from their employees. But having a company speak-up culture - a workplace environment where employees feel comfortable speaking their minds, sharing their ideas, and raising concerns without fear of negative consequences - actually mitigates risk by encouraging employees and leadership to raise issues and concerns as soon as they see them. Organizations that foster strong speak-up cultures are stronger for them. From better decision-making that includes diverse perspectives, to improving overall job satisfaction and morale, speak-up culture is good for the bottom line.

PILLAR III: RETHINK

Assessing Organizational Commitment to DEI Efforts and Addressing Systemic Inequality

An inclusive workplace culture is no longer just “nice to have,” it’s essential in the current talent market. In today’s workforce, diversity, equity, and inclusion (DEI) is a top priority for employees: 80% of employees said they wanted to work for a company that values DEI issues. Companies that prioritize these important initiatives and utilize an intersectional lens to address issues related to systemic inequality outperform those that do not. Employees who can be their authentic selves at work are happier, more motivated, feel like their perspectives matter, and are more likely to remain with their current employer. And while there has been some progress on diversity initiatives over the past few years, there is still plenty of ground to cover.

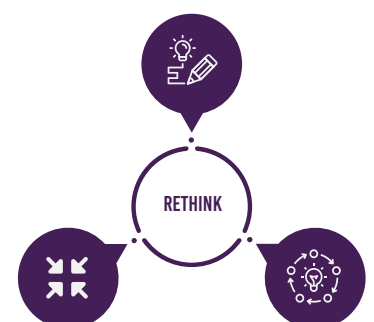
The third pillar of our framework ensures employees are able to bring their whole selves to work by prioritizing:

INTERSECTIONALITY

Intersectionality, a term originally coined by Kimberlé Crenshaw, is an analytic framework that identifies how interlocking systems of power affect those who are most marginalized in society. In order to effectively combat workplace harassment, organizations must understand and address it as the intersectional problem that it is. Employers should re-examine their employee relationships from a new perspective, deploying new tools to foster a human-centric culture and better succeed in the future.

DIVERSITY, EQUITY, INCLUSION + BELONGING

Companies that establish programs and policies that allow employees to bring their whole selves to work are better off for it. Diverse teams are better able to solve complex problems and are more innovative. Organizations with a diverse workforce are more likely to have high levels of employee satisfaction, which can lead to better retention rates and lower turnover costs.





RETHINK

BEST PRACTICES: ORGANIZATIONAL COMMITMENT TO DEI + ADDRESSING SYSTEMIC INEQUALITY

- Develop DEI Programs Intentionally. Companies should be intentional about developing their DEI programs, allocating resources to these programs, and ensuring that leadership is committed to DEI initiatives. Being intentional means identifying areas where an organization is lacking and actively working to address that deficiency. Intentionality can help an organization root out and eliminate hidden barriers that affinity or implicit bias otherwise conceals and it can be the difference between creating a workforce that feels valued and engaged versus one that feels dispensable and nonessential.
- Foster an Open-door policy. Employers should create an accessible work environment where employees feel comfortable communicating their unique needs. In many cases, employers will simply be unaware of the ways in which an employee's identity is impacting their work experiences. Employers should create an open-door culture where employees can communicate their concerns to team members, managers, and leadership. Employers should also proactively learn about the needs of their employees by asking questions, rather than assuming what initiatives are best. By conducting employee focus groups, surveys, and roundtables, employers can get a sense of the unique challenges each employee is facing.
- Support Working Parents and Caretakers. A survey of nearly 3,000 parents found that 90% of respondents said they would leave their current employer for one with better benefits. Employers can and should pay attention to the unique needs of working parents and caretakers. These employees bear significant home-life responsibilities and, where possible, companies should seek to provide employees with flexibility when it comes to work assignments, work hours, and time off. Creating a family-friendly culture, whether through resource groups for working parents, parental leave planning, or family-friendly benefits, highlights the company's desire to respect and support the unique needs of each employee.



PILLAR IV: REBUILD

Building Safer Workplaces for All Employees

Sexual harassment has immense negative impacts on individual well-being and organizational health. Effective policies and procedures, however, have been shown to significantly expand employees' understanding of misconduct, demonstrate their value within the company, increase their sense of safety, and encourage a willingness to stay with a particular employer. A workplace environment that is safe and inclusive can help to reduce the risk of mental and physical health problems. When employees feel supported, they are more likely to feel positive about their work and are less likely to suffer from work-related stressors. However, creating a safe and inclusive workplace environment requires a meaningful commitment and effort from employers. At the Purple Method, we strive to provide employers with the tools and resources necessary to achieve these important goals. Together, we can create a world in which employees around the globe can come to work every day knowing that they are safe and valued.

The fourth pillar of our framework exists to create a world in which all employers are:

CENTERING EMPLOYEE EXPERIENCES

Employee experience recognizes that the employee must be at the center of all decision-making. Organizations with the highest-rated employee experience levels have more engaged workforces, higher productivity levels, and safer work environments. In today's market, organizational success depends not only on providing best-in-class products or customer support, but exemplary employee support as well.

IMPLEMENTING ANTI-HARASSMENT SOLUTIONS THAT ACTUALLY WORK

The Purple Method is committed to leading by example and creating offerings and services that are designed and driven by the people who they impact most. We believe that addressing sexual misconduct isn't just the right thing to do, it's also good for business -- and that the most effective solutions are those that are custom-tailored to your unique company mission.



REBUILD

BEST PRACTICES: BUILDING SAFER WORKPLACES FOR ALL EMPLOYEES

- [Proactively establishing strong policies and procedures.](#) Rather than merely reacting to a crisis or event, proactive engagement with your organizational policies and procedures creates a healthy workplace culture where all employees feel included and valued. Consumers and top talent are increasingly looking to companies' positions and policies on social issues. Organizations must work even harder and be more mindful of new ways to attract and retain top performers, including creating a sense of community, prioritizing employee wellbeing, and leading with compassion - all of which should be intentionally communicated to your workforce.
- [Create a meaningful employee value proposition.](#) Employee value propositions (EVPs) are the unique set of benefits that an employee receives in return for the skills, capabilities, and experience they bring to a company. It constitutes the promise an employer makes to an employee in return for their work and commitment. Significantly, an EVP can tell potential employees about the essence of your company - how it is unique and what it stands for. To ensure that workplace harassment and diversity initiatives are not only seen as an HR practice, but as deeply entrenched in the culture and employee experience, they need to be embedded in the EVP.
- [Utilize an outside expert to gain credibility and employee trust.](#) By allowing an outside party like the [Purple Method](#) to assess how successfully a company is addressing workplace harassment, that company communicates to its employees and consumers that it takes the issue of sexual harassment seriously. A company that opens itself to an independent assessment fosters trust and transparency between employees and increases overall employee satisfaction and production.

ABOUT THE PURPLE METHOD

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WHO WE ARE

The Purple Method is dedicated to addressing and preventing sexual misconduct. Founded and led by the team who launched the [Purple Campaign](#), our trained experts and legal professionals are deeply aware of the negative effects sexual harassment can have on psychological well-being and organizational health. Our diverse client base includes some of the largest global companies in the world, international non-profits, venture capital firms, and small start-ups.

WHY IT MATTERS

Research demonstrates that sexual misconduct has significant negative effects on psychological well-being and workplace behavior, and decreases job performance and organizational commitment -- even among those who don't personally experience it. Effective policies and trainings, however, have been shown to significantly increase employees' understanding, sense of value within the company, and willingness to stay with a particular employer.

WHAT WE DO

We create custom anti-harassment solutions that actually work, designed by experts who know first-hand. As a female-founded and led company, the Purple Method is committed to leading by example and creating offerings and services that are designed and driven by the people who they impact most. We believe that addressing sexual misconduct isn't just the right thing to do, it's also good for business -- and that the most effective solutions are those that are custom-tailored to your unique company mission.



WHAT WE DO



TRAINING DEVELOPMENT & DEPLOYMENT

Our trainings are always custom-tailored to your company's mission, culture, and policies.



POLICY REVIEW & GUIDANCE

We'll review your written policies to ensure they are up-to-date with best practices and emerging trends.



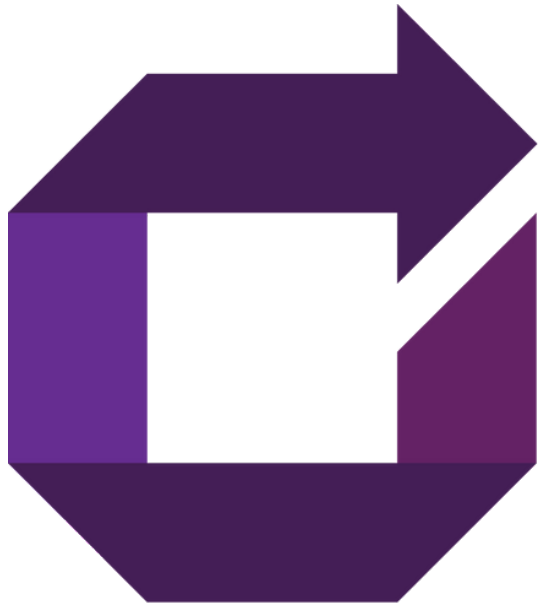
STRATEGIC CONSULTING

We'll address the unique challenges you're facing to help you create a safe, empowering, and inclusive workplace.



CORPORATE CERTIFICATION

Our certification program benchmarks your anti-harassment approach against our chosen criteria and industry peers.



THE PURPLE METHOD

GET IN TOUCH

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