Name:
Organization:

Chapter 1 5 P's Framework

The 5 P's Framework will help define your organization and programs:

- **Product:** the attributes of a product or service you are trying to sell
- **Price:** how much you will charge for your product
- **Placement:** where people will be able to find your product
- **Promotion:** how you will tell people about your product
- **Partnership (the bonus P):** the people and organizations who will support the cause you are trying to advance with your product

Example:

Product	A women's mentoring program at a corporation.
Price	► The program is funded by the corporation's Employee Resource Group's budget, which is managed by the Human Resources team. Funding will be used for guest speakers and snacks. ► The program is free to join. The "price" for participants is that both mentors and mentees commit to meeting for the mentoring sessions for a minimum of 30 minutes each month for 6 months. ► Managers of the mentors and mentees have agreed to allow the participants to spend 30 minutes per month during office hours for these meetings.
Placement	► Mentoring meetings will happen in the office or virtually during office hours.
Promotion	► An ad inviting women to join the mentoring program will be placed on the company's intranet website. ► Flyers about the program will be posted in break rooms. ► An email will be sent by Human Resources to all employees expressing its support of the program.
Partnership	► The mentoring program leaders will ask the Diversity, Equity & Inclusion team and the Talent Development team within the Human Resources function to serve as advisors for the program. ► The mentoring program leaders will also reach out to the local city chapter of the Lean In organization (www.LeanIn.org) for speaking engagements, consultation, and to stay connected on the latest learnings relevant to women in the workplace.

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Exercise 1.1: Draft a 5 P's Framework for Your Organization

Product	
Price	
Placement	
Promotion	
Partnership	

Exercise 1.1: Draft a 5 P's Framework for a Program Within Your Organization

Product	
Price	
Placement	
Promotion	
Partnership	