

LendingTree Case Study

Presented by:
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Case Study Overview

The LendingTree Foundation wanted to provide its employees the opportunity to learn more about domestic violence.



The Obstacles and Challenges

Obstacle #1

The LendingTree Foundation has not provided employees the opportunity to learn about domestic violence and its impact on the workplace

Obstacle #2

Securing a speaker with lived experience and could engage with the audience about a challenging topic.

Obstacles #1 and #2

- Provided engaging, research-supported, and thought-provoking storytelling to share with the audience how even as colleagues they are impacted by domestic violence.
- Provided an opportunity for the audience to ask questions and address concerns.

The Plan



OBSTACLE OUTCOMES

- 01 AUDIENCE LEARNED THE SIGNS AN EMPLOYEE MAY BE EXPERIENCING INTIMATE PARTNER VIOLENCE.
- 02 AUDIENCE DISCOVERED HOW THE WORKPLACE IS IMPACTED BY DOMESTIC VIOLENCE.
- 03 PROVIDE SURVIVOR-CENTERED RESPONSES TO QUESTIONS AND CONCERNS.
- 04 CHALLENGE HOW THEY VIEW AND ENGAGE WITH VICTIMS
- 05 KNOWLEDGE OF LOCAL RESOURCES

PARTICIPANT FEEDBACK

Melody was inspiring, comforting, and brave with creating a safe conversation to help people feel more confident in reaching out about questions or personal experiences.

100%

of those surveyed said they learned something new.

PARTICIPANT FEEDBACK

"Melody's great personable attitude and familiar tone helped people want to be engaged and responsive and be a part of the conversation and be more aware of this going on in the workplace."

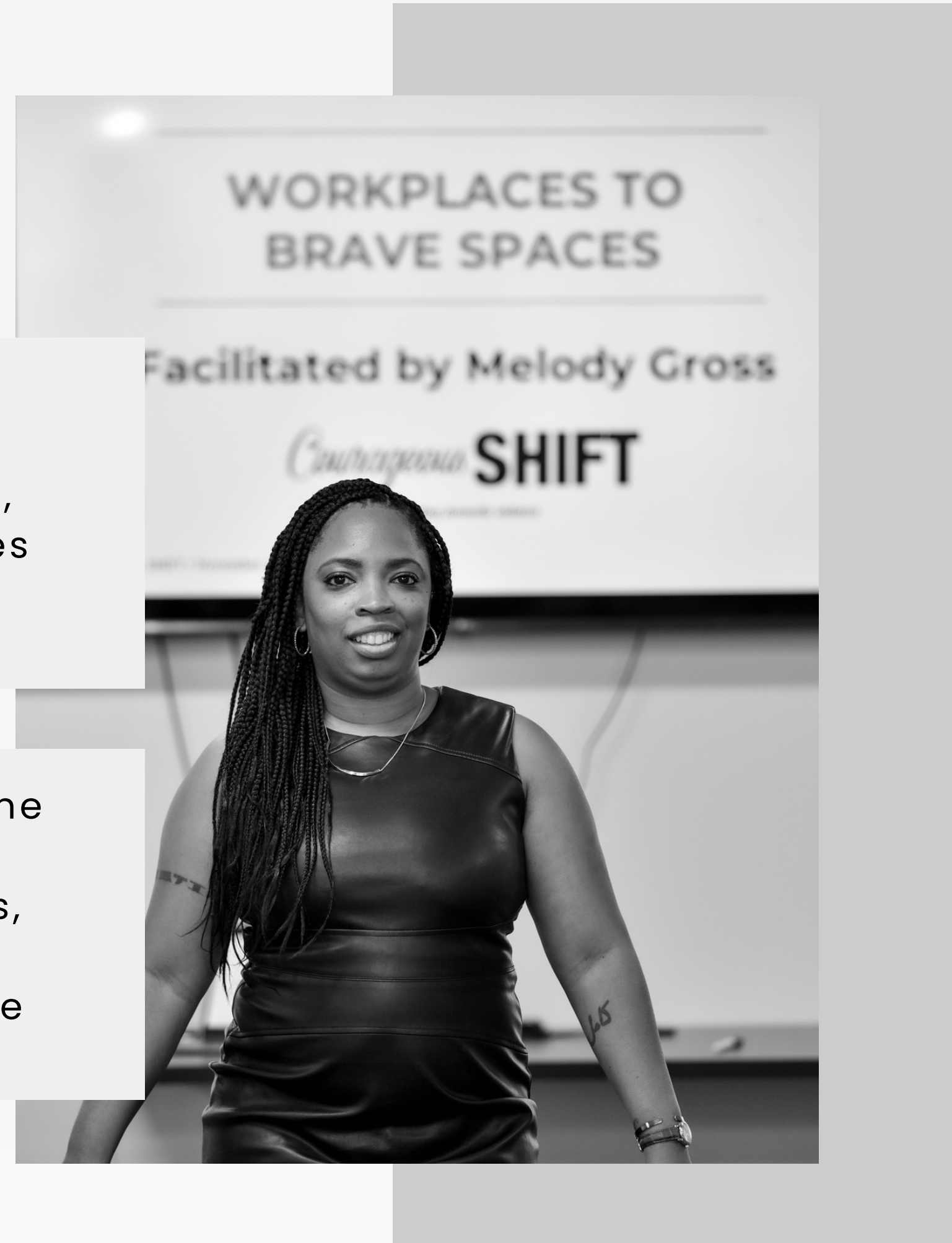
90%

of those surveyed found
the content useful.

ABOUT US

Courageous SHIFT partners with value-driven, people-centered, action-taking organizations committed to compassionate, diverse, inclusive, and equitable solutions to support all employees through keynotes, programs, trainings, and policies.

We work to change systems through action at the intersection of domestic violence and DEI. Courageous SHIFT was founded by Melody Gross, a motivational speaker, facilitator, survivor of domestic violence, and certified professional life coach.





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