

THE STORY OF  
*TARGET,*  
THE STORY OF  
*YOU.*



# DEFINING DIVERSITY. OLD VS NEW

## THE DIVERSITY OF STORIES:

We must move from looking at individuals as diverse through identity, and instead implement initiatives to acknowledge the importance of one's unique experiences.

*Diversity's New Definition.*

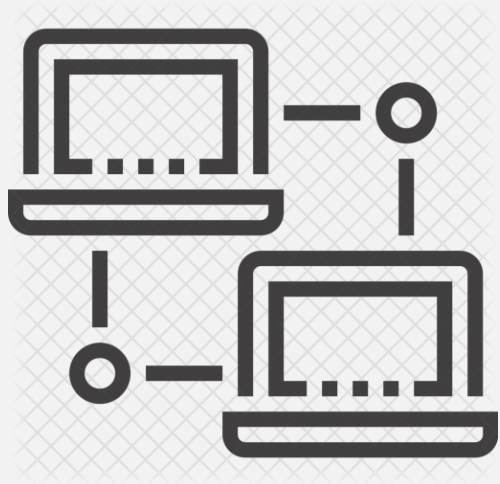
”

# EXCELLENCE

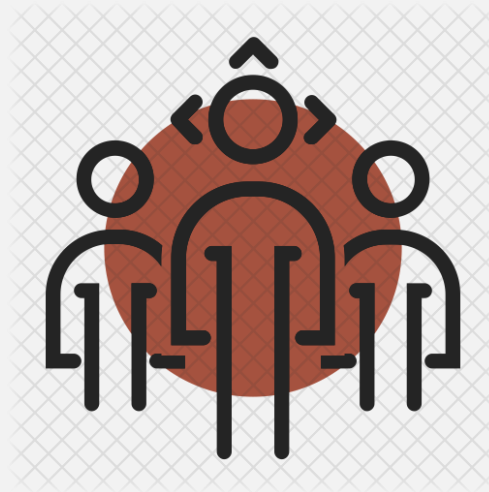
HOW CAN TARGET CONTINUE TO BUILD ON A CULTURE WHERE AUTHENTIC DIFFERENCES ARE APPRECIATED?

## CONTINUED...

### MULTIMEDIA



### MENTORPITCH



### MICROLOANS



THE 3

M<sub>s</sub>

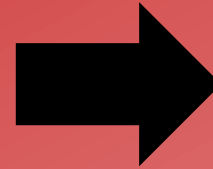
# BUILDING TARGET'S DATABASE OF STORIES.

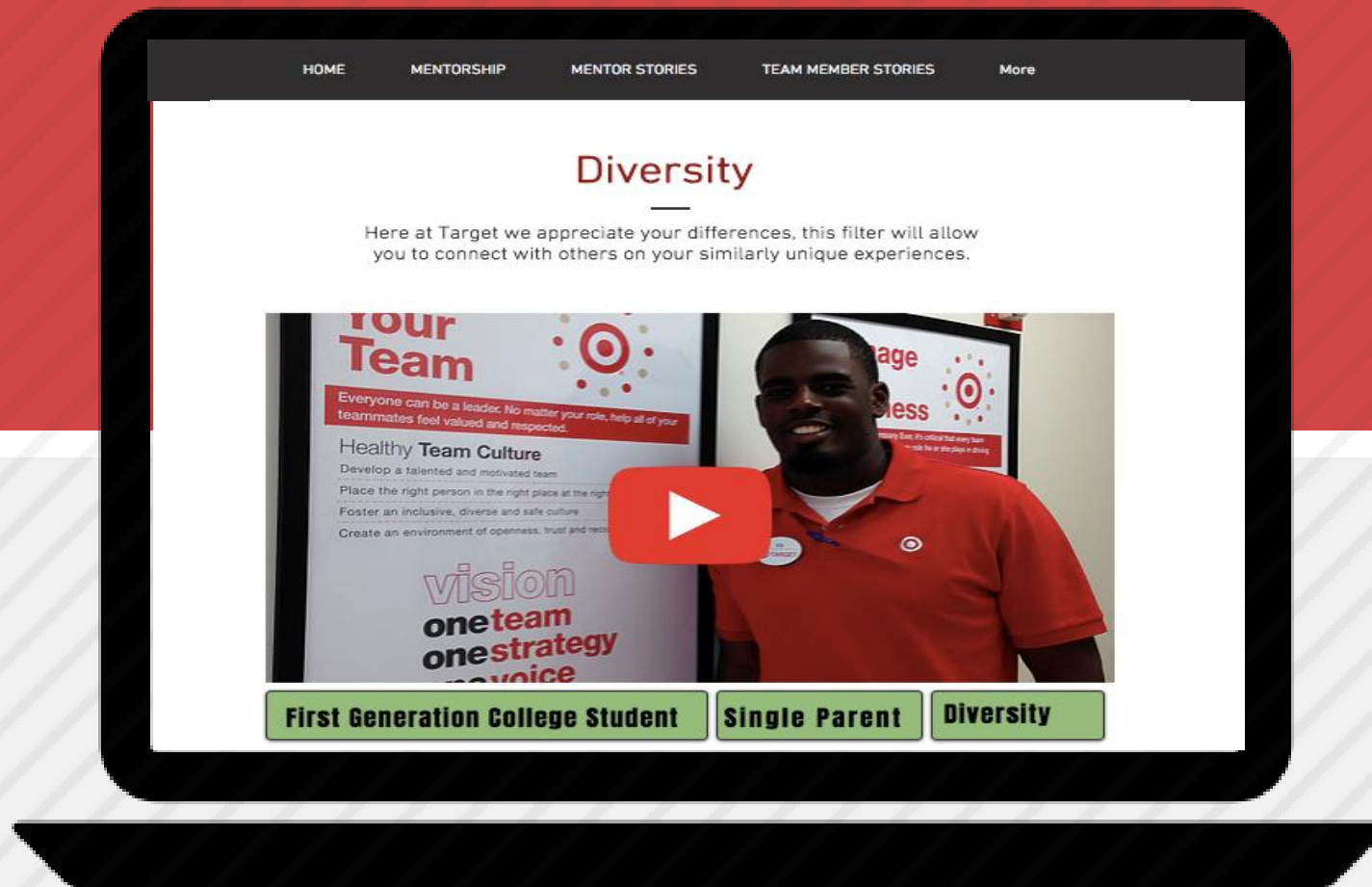


# STORIES,

# THE

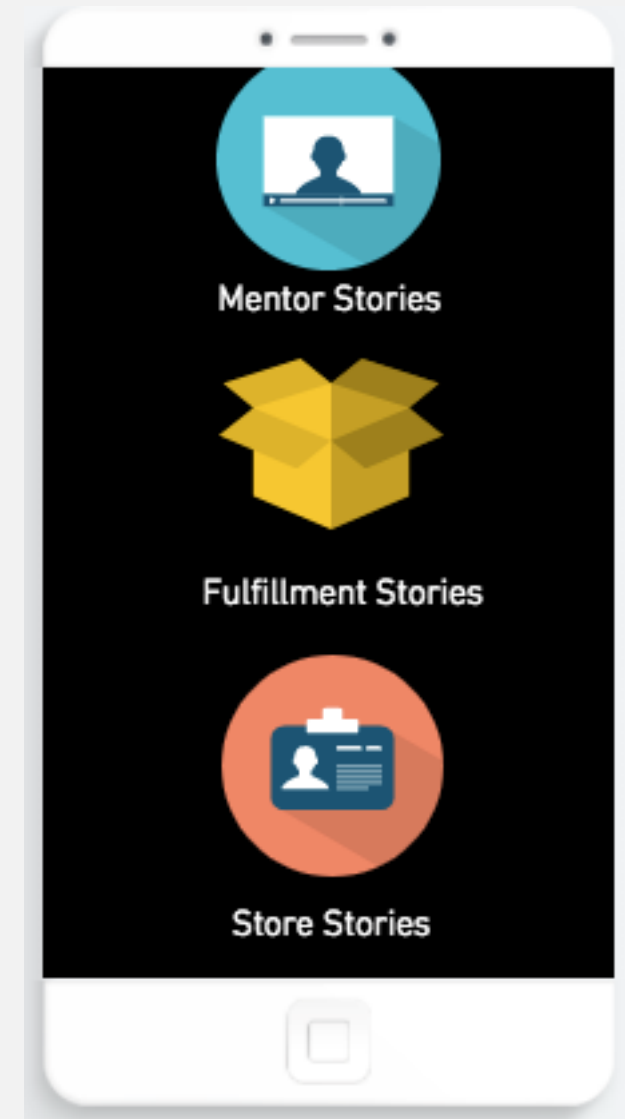
# COLLECTION





# MAKING CONNECTIONS THROUGH

*Storytelling*



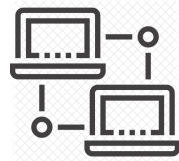
# WHO ARE OUR GUESTS?



# WHO IS OUR TEAM?



# FURTHER INFLUENCE



## **1** Multimedia Network



## **2** Mentorship Pipeline

# MENTORPITC

H,

ENHANCED MENTORSHIP.  
DEVELOPING SUCCESS.



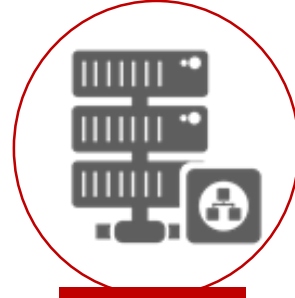
> *CULTIVATING TALENT FROM WITHIN.*

# MENTORPITCH,

ENHANCED MENTORSHIP.  
DEVELOPING SUCCESS.



RECRUIT



MATCH



COLLABORATE



IMMERSE

7 weeks

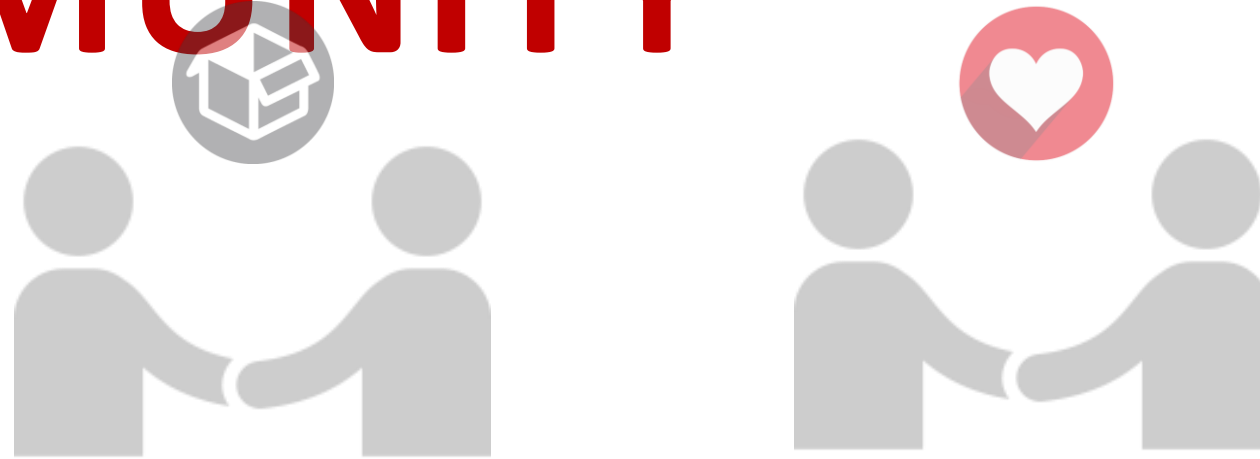
1 week

> 8 WEEK PROGRAM DURATION.

# BUILDING AND RETAINING DIVERSE INTELLECTUAL CAPITAL.

*Why?*

# COMPANY MEETS COMMUNITY



# INCLUSION STARTS WITH OUR LOCAL COMMUNITIES.



## our community impact

Every time we build a new store, we bring our legacy of giving and service to the community around it through the local programs and partnerships we support.

### education grants

Throughout the year, our stores provide education grants to local K-12 schools to support educational field trips, early childhood reading programs and participation in the arts.

[learn more about our education grants](#)



### public safety grants

Creating safe and secure neighborhoods for our guests as well as our team members is important to us. That's why we provide public safety grants to partners and organizations across the country.

[learn more about our public safety grants](#)



### Volunteers

Thousands of  
each year,  
help



## MICROLOANS CHANGE COMMUNITIES



### YOUR GIFT

becomes a loan



### ENTREPRENEUR

receives a loan and training



### BUSINESS GROWS

and jobs are created



### LIVES IMPROVED

kids in school, access to healthcare, better food, and a bright future



### LOAN REPAYED

money is recycled to another person in the community

# INVESTING IN DIVERSITY. SATISFYING GUEST NEEDS.

SOURCE: FORBES AND BUSINESS WEEK





# THE NUMBERS



**INITIAL INVESTMENT:**  
**2.46 M**



**NPV:**  
**67.59 M**



**DURATION:**  
**5 YEARS**

# PROJECT TIMELINE

**MULTIMEDIA**

**6 MONTHS**

**MENTORPITCH**

**12 MONTHS**

**MICROLOANS**

**24 MONTHS**

**“ After nourishment, shelter  
and companionship, stories  
are the thing we need most in  
the world. ”**

*Phillip Pullman*

# APPENDIX

## **MULTIMEDIA:**

1. TRENDS AND DATA ANALYTICS
2. BENEFITS OF DATA ANALYTICS
3. OPTIONS FOR OUTSOURCING
4. ADDITIONAL RESEARCH

## **MENTORSHIP:**

5. TECHSTARS
6. CURRENT INITIATIVES
7. RECRUITMENT AND MATCHING
8. PROGRAM SCHEDULE
9. RETENTION AND COMMITMENT

## **BUSINESS CASE:**

10. TARGET MARKET
11. MILLENNIALS
12. SWOT ANALYSIS

## **MICROLOANS:**

13. SUPPLIER DIVERSITY CASE
14. QUALITATIVE SUPPLIER DIVERSITY BENEFITS
15. DIVERSE CONSUMER PROFILE GROWTH
16. US MINORITY OWNED BUSINESSES

## **FINANCIALS:**

17. DEEPER LOOK AT FINANCIALS
18. CUSTOMER SATISFACTION AND REVENUE
19. HR SOFTWARE COSTS
20. MENTORSHIP COSTS.
21. POTENTIAL LEGAL ISSUES
22. FACTORS OF INCREASED RETENTION.
23. CHALLENGES WITH INNOVATION

## **CONCLUSION:**

24. DETAILED TIMELINE