



Metropolitan Group's Multicultural Lens: *A Model for Impact*

To garner lasting results in social impact marketing, communication, community engagement, and organizational change, public agencies, nonprofits, and businesses are increasingly recognizing the need to create relevance to fully include and engage diverse stakeholders.

Increasingly, leaders are recognizing the need and value of applying a multicultural lens to all of their work. Clients, colleagues, and partners often ask what it means to take this approach and how it is done.

Based upon the lessons we have learned in collaboration with our clients, we have developed Metropolitan Group's Multicultural Lens: *A Model for Impact*.

This approach invites change agents to take three steps:

