

ONE PERCENT PLUS HIGHLIGHTS

Together As One – We Can Be The Difference.

September 17, 2024

In this edition of **Highlights**, we are pleased to feature Yareli Esteban, CEO of Strategar. Yareli continues to champion minority business utilization since speaking at the ACCESS 2022 Luncheon when the One Percent Plus Initiative was launched. She believes in the power of establishing partnerships and actively supports collaboration among minority businesses. Yareli shares her insights as a leader who walks the walk and talks the talk of inclusion. Learn more about her journey of connecting brands to communities with a keen focus on being a minority and woman-led business committed to making a difference!



Could you share a success story or milestone achieved through your commitment to the initiative?

We've had the honor of receiving several prestigious awards over the past two years, including the Inc. 5000 and the Greater Dallas Hispanic Chamber of Commerce Pacesetter Award for growth, as well as the E Award in both 2022 and 2023. What makes the E Award particularly meaningful is that we achieved it in two different classes, demonstrating that our growth wasn't accidental but a direct result of the programs and partnerships we secured through the Council. These milestones show the importance of certifications and our commitment to leveraging these resources to drive success.



Are there specific metrics or key performance indicators (KPIs) you use to measure the financial benefits of your supplier diversity efforts?

Absolutely. We meticulously track every dollar we spend through our accounting system, tagging all suppliers as MBE (or WBE). We monitor this spend quarter over quarter and year over year to assess our progress. This isn't just about meeting targets; it's integrated into our company culture. For example, we include this metric as part of our team's end-of-year bonus evaluation, rewarding those who go above and beyond to support our diversity goals.

What roles do mentorship and professional development opportunities play in fostering the growth and sustainability of diverse suppliers?

Mentorship is critical, and it's not a one-way street. It's about creating a support network that benefits everyone involved. Last year, we were fortunate to participate in the DFW MSDC Mentoring Experience along with Ericsson, a DFW MSDC member and DFW MSDC Mentoring Experience participant who selected Strategar to launch their 2023 mentorship. I was introduced to incredible Ericsson associates and an external executive coach. This relationship not only provided valuable guidance but also led to unexpected opportunities, like an invitation to an exclusive 2-day retreat. This connection has led to stronger relationships at Ericsson, and I just returned from my 2nd year at the coach's retreat.

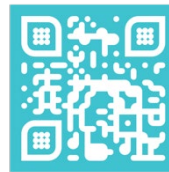
I know that I would have not had access to this level of coaching without that initial mentorship connection. My point is that the Council offers numerous pathways for MBEs to start these kinds of relationships. While they may not always lead directly to contracts, they often open doors to other growth opportunities. We need to look beyond the next two steps and look at the next mile ahead. My advice to all MBEs, don't be a passive member—actively seek out and engage with these opportunities and the network of over 1,000 certified companies across DFW.



Strategar is a full-service marketing agency whose mission is to help brands connect with communities. Focused on education, sustainable food systems, and multicultural marketing, our sweet spot is thinking through your marketing challenges and creating solutions to reach your stakeholders.

Find out more about Strategar using this QR code or visit

www.strategar.com



To learn more about Yareli Esteban, follow her on LinkedIn at

<https://www.linkedin.com/in/yareli/>

The **DFW Minority Supplier Development Council's One Percent Plus** is a strategic initiative designed to enhance minority business utilization and inclusion, driving economic impact across communities. By encouraging corporations and organizations to increase their spend with minority-owned businesses by at least 1%, the initiative fosters greater opportunities for minority entrepreneurs, promoting equitable economic growth. Rooted in the theme *Together As One – We Can Be The Difference*, it underscores the power of collaboration in creating sustainable change, supporting diverse businesses, and contributing to a more inclusive economy. To learn how you can help make a difference, go to <https://dfwmsdc.com/onepercentplus/>.

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What advice would you give other MBEs in order to increase their spend with fellow MBEs as part of the One Percent Plus initiative?

Increasing spend with minority suppliers is not just smart business; it's a strategic advantage. Who better to understand the needs and challenges of our communities than fellow MBEs? At Strategar, we naturally prioritized working with minority- and women-owned companies for subcontracting opportunities. However, participating in the One Percent Kick-off at Access in 2022 reiterated the significant economic gaps that still exist in our communities. With the current challenges to inclusion programs, it's critical for MBEs to support each other. By doing so, we not only ask larger corporate clients to prioritize diversity but also create a powerful network that strengthens all of us. This strategy has paid off significantly for us—we've grown our revenue and built strong, lasting partnerships that go beyond just supplier relationships.