Dear Selection Committee,

I am writing in strong support of End Workplace Abuse's application to the WIN Culture and Practices Challenge. As CEO of Inclusion Score Inc, an organization focused on measuring, analyzing, and improving workplace culture through data driven insights, I believe this proposal addresses one of the most persistent and costly barriers to women's advancement at work: bias and toxic workplace culture.

Through our work at Inclusion Score, we see clear and consistent evidence that toxic culture is not merely a people issue but a measurable business and risk issue. Bias, silencing, and retaliation correlate directly with higher turnover, increased claims, declining engagement, and elevated legal and insurance exposure. These harms disproportionately affect women and are often hidden until they escalate into serious economic and health consequences. End Workplace Abuse's proposal is compelling because it recognizes these patterns and responds with a comprehensive, systems level approach.

I am strongly supportive of the proposal's emphasis on accountability mechanisms that translate workplace culture into quantifiable risk. By linking toxic workplace dynamics to insurance, economic, and liability indicators, this initiative has the potential to shift employer behavior in ways that traditional training or policy changes alone have not achieved. When organizations understand that bias and toxicity carry real financial consequences, incentives begin to change.

The integrated model presented in this proposal combines worker facing protections with employer facing systems change. Legal literacy and leverage for women, HR reinvention grounded in psychological safety, accessible employee advocacy, and a national legal network focused on toxic workplace cases together create a framework that is both preventive and

scalable. This approach aligns closely with Inclusion Score's mission to move organizations from abstract commitments to measurable outcomes.

The team leading this initiative brings a rare combination of analytical expertise, operational insight, and firsthand understanding of workplace dynamics. Their capacity to translate research and risk data into practical frameworks gives this work the potential to influence how organizations assess culture, manage liability, and prevent harm at scale.

I support this application because it advances the WIN Challenge's focus on addressing structural drivers of inequity through measurable, system-level change. With adequate support, this initiative could establish a new benchmark for integrating data, accountability, and worker protection into the design of healthier, more equitable workplaces.

Thank you for your consideration.

Sincerely,

James Felton Keith
Chief Executive Officer
Inclusion Score Inc