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April 30, 2021

The City of Frederick began work with MaxLife, LLC in 2018 to develop and implement a diversity and inclusion strategic plan. After the creation of the plan, MaxLife has remained a valued and trusted partner to support the implementation of the plan's recommended action items. Prior to working with MaxLife, the City had never approached diversity and inclusion in a deliberate or strategic way. MaxLife worked to understand the organization's past, the culture, goals, and was able to use that background information to construct a plan that met the organization where it was, in the infancy of its diversity and inclusion efforts. While the plan met us where we were, the action items, goals, and mission were achievable and has positioned the City to continue these efforts in the years to come. MaxLife's knowledge of diversity and inclusion practices as well as effective change management practices has made them a trusted partner and problem solver to overcome challenges and obstacles we faced implementing the components of the plan.

MaxLife not only met the organization where we were in the diversity and inclusion space, Ms. Bowie and her team were able to connect with individual employees in the training sessions. From the approach of the topic, conversational style, to the layout of the training space, MaxLife was detailed in how they approached employees in the conversations. MaxLife ensured employees felt they were in a safe space to speak openly about difficult topics, thoughts, and feelings. At all levels of the organization, from staff project team, directors, elected officials, and employee groups, MaxLife has become a trusted partner. We are able to have candid conversations on the process, success, and challenges. In the way MaxLife engaged with the various levels of the organization, they are considered part of the team and as part of the City.

Toni Bowie and the MaxLife team helped the City form new practices and policies that are now in place to ensure the City continues to become more demographically diverse and promotes a culture of inclusion, respect, fairness, and a sense of belonging for employees. Not only did MaxLife assist us with the first three years of the plan, they have positioned the City to be able to work towards goals and objectives with specific action items for years to come. I wholeheartedly recommend and endorse MaxLife if your organization is considering work in the diversity and inclusion space.

Sincerely,

A handwritten signature in black ink that reads "Karen Paulson". The signature is written in a cursive style and is contained within a rectangular box.

Karen Paulson, SHRM-CP  
Director of Human Resources