



RITA HALLGATÓ (SHE/HER)
RITA@PEOPLEFIRSTTRULY.COM



FIONA DAWSON (SHE/HER)
FIONA@FREELIONPRODUCTIONS.COM



Building Workplace Inclusion.

WE DELIVER:

- Unscripted Film Production
- Animated Explainer Videos
- Speaking Engagements

YOU GAIN:

- Boosted talent attraction and retention.
- Enhanced culture of inclusion and belonging.
- Customized, evergreen, multi-purpose content that builds empathy.

DIFFERENTIATORS:

- Center on people's values, experience, and aspirations.
- Merge award-winning filmmaking with corporate, international, DEIBA (diversity, equity, inclusion, belonging, and accessibility) expertise.
- Outshine traditional production studio budgets.



&



**FIONA - Emmy®-nominated
and award-winning
filmmaker**

**RITA - HR and DE&I
Strategist**





About Us



RITA HALLGATÓ (SHE/HER)

CORPORATE DE&I STRATEGIST & EXECUTIVE PRODUCER

- Rita has 10+ years of operational HR and 5+ years of leadership HR experience working in both Fortune 500 and seed/launch/growth stage businesses on a European and global scale.
- Her niche expertise lies in empowering founders and businesses from early stage through acquisition, building and scaling, creating sustainable company cultures and high performing teams while remaining inclusive, equitable, diverse and truly people first.
- Passionate about gender equality and inclusion, she develops DE&I programs that deliver their promise and bring meaningful change.
- She loves building from scratch and fixing what's not working.
- Rita has a truly global experience having worked in the UK, India, Belgium and Hungary. Currently based in London.

**People
First** 



TRULY

FIONA DAWSON (SHE/HER)
DIRECTOR, SPEAKER & EXECUTIVE PRODUCER

- Fiona is an Emmy®-nominated and award-winning filmmaker.
- She is a proud bisexual, cisgender, immigrant woman living with a non-apparent disability, who uses media to advance equity.
- Following her Emmy®-nominated short New York Times op-doc "*Transgender, at War and in Love*," Fiona was honored by President Obama as an LGBT Artist Champion of Change. Her feature documentary "*TransMilitary*," premiered at SXSW winning the Audience Award, and Fiona was an honoree on the *OUT100 2022: LGBTQ+ Titans of Media and Entertainment*.
- Fiona's company Free Lion Productions, creates personal storytelling content using video and animation to make diversity, equity, inclusion, belonging, and accessibility (DEIBA) programs more effective.
- She is an acclaimed speaker, DEIBA consultant with an expertise in LGBTQIA+ inclusion, and a "Building a Successful Diverse Business" certificate graduate of Tuck Executive Education at Dartmouth.
- Fiona's global work experience includes the UK, the US, Bangladesh, Portugal, India, and Zambia. Fiona happily lives in Austin, Texas.



Fiona's Awards and Accolades

Out100 2022: LGBTQ+ Titans of Media and Entertainment, Honoree.

Director of the Emmy®-nominated short op-doc, "Transgender, at War and in Love" commissioned by The New York Times.

Original Creator & Co-director of the SXSW Audience Award winning feature documentary, **"TransMilitary."**

The White House LGBT Artist Champion of Change Awardee.

GLAAD Media Awards multi-time Winner.

National LGBTQ Journalists Association Best Documentary Award Winner.

The White House News Photographers Association Award Winner.

City of Houston's LGBTQ+ Pride Parade Female Grand Marshal.

Author of **four times #1 bestseller**, "Are Bisexuals Just Greedy? Animated Answers for All People Who Simply Want to Understand the Spectrum of Being LGBTQ+."

Over 20 years of personal and professional experience advocating for LGBTQIA+ equity on cameras and stages across the world.



FREE
LION
PRODUCTIONS

OUT100
LOVE AND PROGRESS STARTS WITH US



Wikipedia Page here (https://en.wikipedia.org/wiki/Fiona_Dawson).

Places where we've done business



OUR CLIENTS INCLUDE:



FIONA



RITA





The Problem



HR leaders (97%) report their organization has made changes to improve DEI, but just over a third of employees (37%) say the same of their organization.
([Gallup/Workhuman, 2023](#))

40% of respondents did not participate or said their workplace does not offer DEI trainings.
([Pew Research Center, 2023](#))

62% of workers surveyed say Diversity, Equity, Inclusion & Belonging (DEI&B) programs aren't effective, and nearly half (46%) say the programs had failed them personally.
([Forbes, 2023](#))



The Goal



75% of companies with “frontline decision-making teams reflecting a diverse and inclusive culture” exceed their financial targets.
(Gartner, 2019)

Inclusive companies make better decisions up to 87% of the time.
(Forbes, 2017)

Companies at the forefront of disability inclusion demonstrate substantial financial success, boasting 1.6 times higher revenue, 2.6 times greater net income, and twice the economic profit compared to their peers.
(Accenture - Disability:IN, 2023)



The Solution



Storytelling is one of the most powerful forms of communication; it grabs our attention, raises empathy and opens new perspectives.

(Ernst & Young, 2022)

Studies show that if you share a story, people are often more likely to be persuaded.

(Stanford University, 2020)

It's time for the conversation around inclusion and diversity to take a human-centric approach. It's not just about the numbers — it's about the people. Storytelling ... gives us a rare chance to look through new lenses. And perspective-taking is a life skill, not just a workplace one. Companies that prioritize inclusion will emerge from crisis stronger, and stories are one major vehicle to help them get there.

(Harvard Business Review, 2021)



Explainer Videos and Unscripted Film Production

Explainers



Animated explainer videos for internal and/or external distribution.

Examples at freelionproductions.com/filmography

Library



A library of 90 second videos that can accompany curriculum.

Short Films



Short films centered on personal storytelling.

Evergreen Content - Explainers



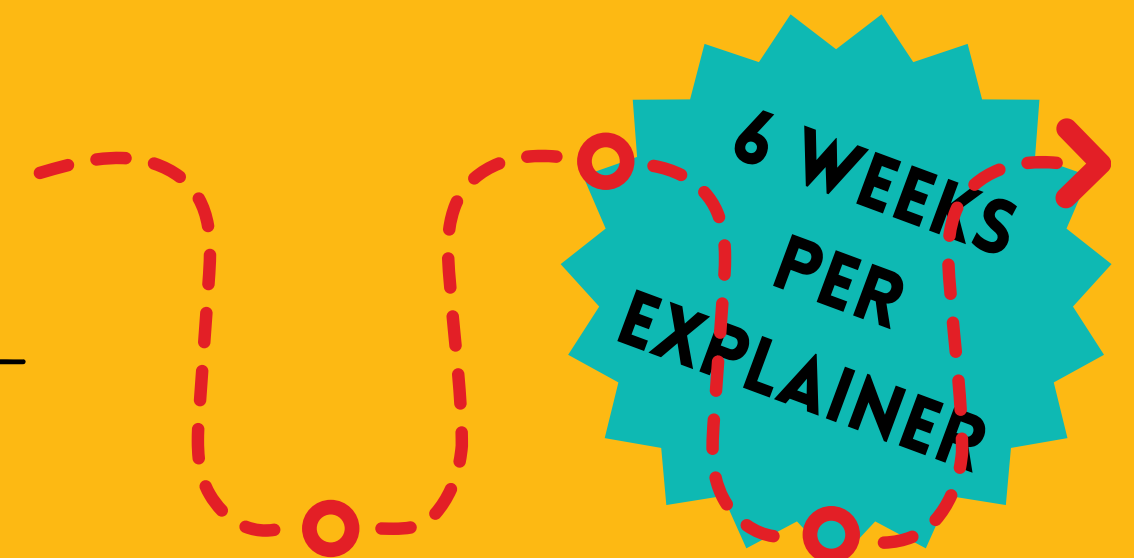
WATCH our three minute animated explainer on the LGBTQIA+ Umbrella [here](#).

Select DEI/BA topics that would benefit from being explained **with animation** in a bare-bones way. For example,

- "What is Unconscious Bias?"
- "What's the difference between Equality and Equity?"
- "How can I be an Ally to Trans* People?"

Can use customized analogies specific for your industry and distribute internally and/or externally.

Production timeline --



Evergreen Content - Library



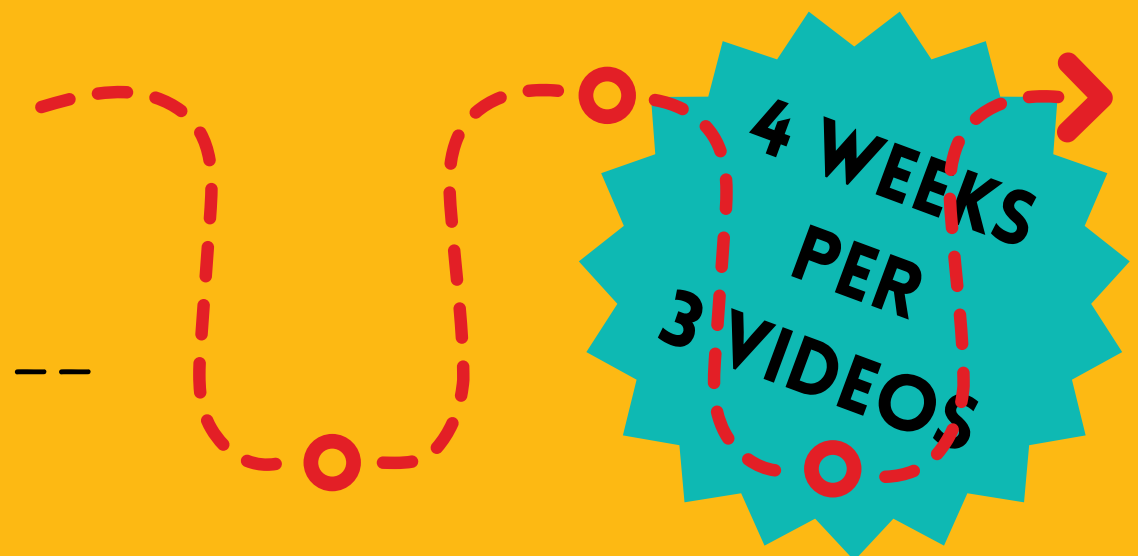
A library of **video content** of 90 second videos to share internally and/or externally for further explanations. Can use customized analogies and adhere to your company's culture and language. They are presented by a personable host and delivered in an upbeat and friendly way.

For example,

- "Instead of saying 'you guys,' say 'y'all,' and here's why..."
- "Instead of saying 'crazy,' say 'ridiculous,' and here's why..."
- "Instead of saying 'transgendered,' say 'transgender person' and here's why..."

A library of 90 second videos that can accompany curriculum.

Production timeline --



Evergreen Content - Short Films



Short films centered on personal storytelling.

“Stories are remembered up to 22 times more than facts alone.”

- Stanford Marketing Professor Jennifer Aaker.

Since the days of hunter-gatherers, human beings have shared knowledge and built empathy to foster inclusion through sharing their lived experience in a storytelling format. It only makes sense that creating intimate stories is the direction DEIBA programs should take to be effective.

We produce short films created in a documentary or hosted unscripted format. Together we choose someone within your company and we uplift an activity already happening that builds belonging. By focusing on the person’s personal story as it relates to their work, our films bring people together.

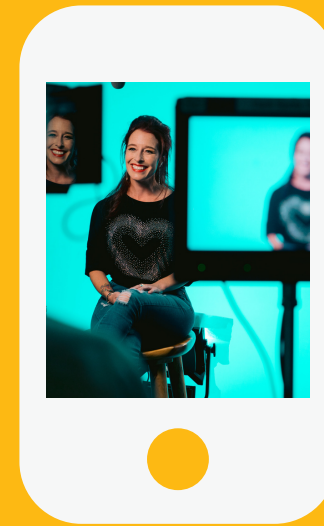


Evergreen Content - Comparisons



Explainers

- < 3 minutes in duration.
- Good for internal/external distribution.
- Brand showcasing opportunities.
- Can operate in conjunction with the Library.
- Designed for 16:9 (landscape) screens.
- With additional funds can also create 9:16 (portrait) versions.



Library

- < 90 seconds in duration.
- Good for internal/external distribution.
- Brand showcasing opportunities.
- Can operate in conjunction with the Explainers.
- Designed for 9:16 (portrait) screens.
- With additional funds can also create 16:9 (landscape) versions.



Short Films

- < 20 minutes in duration.
- Good for internal/external distribution.
- Brand showcasing opportunities.
- Good for screening events.
- Designed for 16:9 (landscape) screens.
- With additional funds can create trailers and social media posts.

Evergreen Content - Other Considerations

- Prices include captions/subtitles in up to five languages, but do not include audio description.
- Travel costs are additional.
- Where applicable, Fiona is the on-camera talent and voice-over.
- Advanced elements include graphics, b-roll, potentially animation, and overall sophistication.
- Exact costs can be determined knowing the location and people.





Speaking Engagements

Customizable Speaking Engagements

1. NOW with Fiona: Positive Stories Change The World
2. Gender Bias: Inspiration From America's Largest Employer of Transgender People
3. TransMilitary Feature Film Documentary & Conversation
4. The B in LGBT: Empowering the Invisible Majority
5. Understanding The Spectrum of Identities
6. Repelling Microaggressions with Allyship
7. *A customized presentation for your company*



1. NOW with Fiona: Positive Stories Change The World



Now more than ever people are seeking positive news. Major streaming networks have realized that uplifting, hopeful, and inspiring stories retain their audiences for longer. This presentation uses positive storytelling to educate on the foundational purpose of diversity, equity, inclusion, belonging, and accessibility in the workplace and beyond.

ACTIVATION: Presentation and option for film screening

THEMES: Iceberg analogy, DEIBA across the globe, positive vs. negative news, LGBTQIA+ pride, Honduran Spanish, Harvey Milk, hope, inspiration

DURATION: 90 minutes

May include a 27-minute screening of the “NOW with Fiona” award-winning proof-of-concept episode, which features voices of hope on the streets of New York. Taking inspiration from the visionary gay politician Harvey Milk and an indomitable Honduran transgender woman seeking asylum, the stories demonstrate that we are all legends unto ourselves.

All presentations are customizable.

2. Gender Bias: Inspiration From the World's Largest Employer of Transgender People



Logan and Laila



Transgender people are twice as likely to serve in the US military than cisgender (non-transgender) people. Yet for decades they were serving in silence alongside international troops, including British, who were openly included. Regardless of our own nationality and gender, knowing the personal stories of trans* service members in this most gender binary workplace, provides a new perspective into how gender roles and expectations affect us all on a daily basis.

ACTIVATION: Film screening and presentation

THEMES: Gender, sexual orientation, expression, identity, unconscious bias

DURATION: 90 minutes

Fiona's 13-minute Emmy®-nominated short opinion documentary, *Transgender, at War and in Love*, was commissioned by The New York Times. The film shares the challenges of transgender military couple, Logan and Laila Ireland, who are banned from serving openly. This engaging story neatly fits into this presentation.

All presentations are customizable.

3. TransMilitary Feature Film Documentary & Conversation



Fiona's feature documentary *TransMilitary* follows the Emmy®-nominated short film *Transgender, at War and in Love*. Around 15,500 transgender people serve in the US military, where up until 2021 they were forced to conceal their gender identity as military policies banned their service. The film chronicles the lives of four individuals defending their country's freedom while fighting for their own. They put their careers and their families' livelihoods on the line by coming out as transgender to top brass officials in the Pentagon in hopes of attaining the equal right to serve.

ACTIVATION: Film screening and Q&A

THEMES: Gender, sexual orientation, expression, identity, unconscious bias

DURATION: 120 minutes

TransMilitary premiered at SXSW and won the Best Feature Documentary Audience Award. Following a string of festival awards, the film made its TV debut on Logo and is now available on a variety of platforms. A license may be purchased for private screenings.

All presentations are customizable.

4. The B in LGBT: Empowering the Invisible Majority

Although bisexual people are close to 60 percent of the lesbian, gay, and bisexual community, there is a significant deficit in their representation in media and general societal awareness. This presentation explores identities falling under the bi+ umbrella, reviews disparities effecting bi+ people within the greater LGBTQIA+ community, discusses the difference between sexual orientation, gender identity, and relationship models (monogamy, non-monogamy, etc.), and illustrates positive examples of how breaking the binary of sexual orientation helps us all.

ACTIVATION: Presentation with media clips

THEMES: Gender, sexual orientation, unconscious bias, health concerns

DURATION: 90 minutes

Fiona is one of the founding members of the BiPlus Organizing US coalition, which works on US national policy briefings, community events, and helps facilitate a national network amongst organizations and individuals advocating for the health and well-being of people with nonbinary sexual orientations.

All presentations are customizable.



5. Understanding The Spectrum of Identities



Close to 20 percent of adult Gen Z identify as LGBT, whereas the rate is 11 percent among millennials and three percent or less among older generations. The future is very queer! This presentation gives a 101 on sexual orientation, gender identity and sex-assigned-at birth. Fiona reveals how all three of these parts of humanity exist on and off spectrums rather than a binary. There is interaction on terminology and communication, which helps build empathy and allyship.

ACTIVATION: Presentation with media clips

THEMES: Gender, sexual orientation, unconscious bias, intersectionality

DURATION: 90 minutes

This presentation is an ideal starter for an audience who needs a foundation of LGBTQIA+ comprehension. It is also inclusive for people who identify as LGBTQIA+ and feel the generational shift in language. The material results in empowering allies and LGBTQIA+ people at large.

All presentations are customizable.

6. Repelling Microaggressions with Allyship



Microaggressions are like mosquito bites. One bite is irritating. A few bites become painful. Tons of mosquito bites can become unbearable and even life threatening. Imagine those mosquito bites represent words and actions people give – or don't give – to someone else based upon their personal characteristics. Over time these words and actions can have lasting negative effects, like creating poor physical and mental health. Allyship can be like mosquito repellent to microaggressions. This presentation empathetically takes the audience through Fiona's Four Steps to Allyship, which can help reduce microaggressions wherever they are buzzing around.

ACTIVATION: Presentation with media clips

THEMES: Unconscious bias, intersectionality, action in allyship

DURATION: 90 minutes

This presentation is great for all people of any personal characteristic.

All presentations are customizable.

7. A Customized Presentation for your Company



We can mix and match different parts of the previous six presentations, and/or create a customized presentation on leadership, innovation, and management. The presentation would be delivered through a combination of storytelling, anecdotes, empirical study results, video content, and engaging audience participation using Slido. For example:

Four Strengths of a Leader

1. Self-awareness -- building emotional intelligence
2. Awareness of Others -- intersectionality and empathy
3. Courageous Action -- calling in and calling out
4. Collaboration -- values and vision

ACTIVATION: Keynote

THEMES: Leadership, innovation, and management. Human behavior.

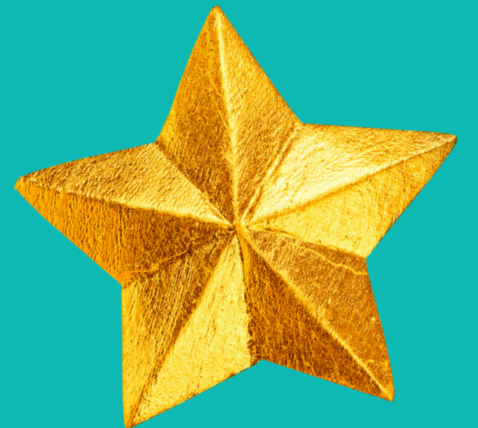
DURATION: 60 minutes, no Q&A. Can extend the time, or shorten the content for Q&A.

All presentations are customizable.

Considerations

All Speaking Engagements...

- Are intersectional, particularly considering international, multiracial, and multicultural audiences.
- Can be delivered in-person or online.
- Can be upscaled to movie screenings in theatre venues.
- Are customized to ensure alignment with overall goals and are delivered at the appropriate educational level.
- Can use analogies and tie into your company's product and/or services.





RITA HALLGATÓ (SHE/HER)
RITA@PEOPLEFIRSTTRULY.COM



FIONA DAWSON (SHE/HER)
FIONA@FREELIONPRODUCTIONS.COM



Building Workplace Inclusion.