

## Capability Statement

# JESS PETTITT

## Diversity Dividends that Work



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Established in 2005, Good Enough Now invites participants to do the best they can with what they have some of the time as an organizational strategy that embraces diversity, equity, and inclusion efforts, and connects to conversations that matter leading to better connections.

## SERVICES

On-site and virtual programs  
Keynotes and educational workshops  
Consulting services/Train-the-trainer programs  
Mediation and facilitation of tough conversations  
Professional development tools for on-going skill building

## PAST PERFORMANCE

American Academy of Hospice and Palliative Medicine	Texas Association of Physician Assistants
Lake and Geauga Area Association of Realtors	International Association of Plastics Distribution
Association of Animal Welfare Advancement	Association of College Unions International
Axiom International	Clovis Community College
American Society of Association Executives (ASAE)	Louisiana State Bar Association
Grant Professional Association	County of Humboldt
Association of Academic Health Sciences Libraries	Implant & Periodontal Associates NW
Northcoast Opportunities	Phillips 66

## ORIGINAL PROGRAMS

**Diversity and Social Justice: A Starting Place**  
**That's Not Funny! Or Is It? – Cultural Misappropriation**  
**Unconscious Bias: Perceptions of Self and Others**  
**Working Across Difference: Making Better Connections**  
**Knowing What You Don't Know: Medical Microaggressions**  
**Being a Better Ally to All**



## GOOD ENOUGH NOW CONTINUITY STATEMENT



Good Enough Now (GEN) provides you with the diversity, equity, and inclusion (DEI) development tools to work on your own through expertise and consulting services. You reach your goals when you can operate independently and have increased a sense of belonging across all stakeholders. If we're delayed, increased belonging is delayed.

### **Cybersecurity: Data Loss Prevention**

Generally, GEN doesn't have access to client's networks, never manages or send their emails. Any documents that are shared for review are stored in a DropBox File that is password protected and backed up in multiple locations.

POLICIES: Any materials shared between client and GEN are stored in a GEN DropBox Folder created by GEN and shared with the client. Client is encouraged to only share materials that GEN needs to review while under contract.

DEFENSE: All DropBox and hard drive files are backed up daily as well as password protected with two factor authentication, guest access restrictions, confidential access from other partners for emergencies. Consent to share files is directed by the client at all times. GEN over communicates with contracted clients.

RESPONSE: Communicate if there is a breach to our shared folders immediately with client and contract contact.

### **Weather-Related Incidents:**

POLICIES: I don't travel and speak in the same day. I also don't do virtual events when out of town. If I can't be there for whatever reason, I will make several referrals for replacements and offer a free program within in a year. Contact is made with the client two weeks prior with full travel itinerary as well as when I land in the area or arrive at the hotel.

DEFENSE: Generally, I travel at least 24 hours in advance, log in an hour early, so that earthquakes, mudslides, tsunamis, fires, storms, blackouts, and/or road closures do not impact GEN's ability to deliver contracted work. GEN also has over 700 hours of pre-recorded videos just in case and is happy to pre-record something new if weather is a concern.

RESPONSE: As per policy, client receives travel plans, cell numbers, etc., two weeks in advance and gets texts upon landing, arriving at hotel, or when logging in to the virtual meeting platform. Any unanticipated issue can also utilize an extensive referral network of professional speakers and colleagues to fulfill the program needs. GEN will also offer an additional service within the year or refund client's deposit and/or payments as previously agreed upon.

### **Pandemic: Policies/Notification**

POLICIES: GEN's policy to protect ourselves and follow the lead of the client. Following local guidelines and adjusting as expected with event participants as COVID protocols are ever evolving regarding public facing programs. GEN adheres to all local guidance to mitigate the spread of a contagious disease as well as other safety requirements.

DEFENSE: All personnel that travel will receive annual recommended shots and boosters, take daily antigen and weekly PCR tests, and have up-to-date vaccination cards and health records uploaded and/or ready to share.

RESPONSE: GEN is happy to record a promotional video about vaccines and testing requirements, wear a mask during events, and even on stage as preferred by the client. Book signings can be modified and socially distanced as needed. Contracts are for the full event no matter what unexpected event occurs. GEN is a partner for the event no matter when it is held or if modality pivots.

## GOOD ENOUGH NOW CONTINUITY STATEMENT

### **Building: Onsite Crisis/Shelter-In-Place**

**POLICIES:** The unexpected cannot be planned for yet adjusting in the moment for what is needed for a successful event is GEN's policy. GEN continues to be flexible, pivot, and think holistically about the client and the audience and will follow the client's lead.

**DEFENSE:** A hard stop time is renewed prior to taking the stage to allow for flexibility in real time. All exits are noted and security measures followed. Water is within reach at any time. Current events and local news are updated frequently until taking the stage. Ethernet connection and externally powered port is preferred for virtual programs.

**RESPONSE:** Over years of events, a lot of unexpected events have occurred from active shooters to heart attacks, very loud birthday celebrations on the other side of an airwall to a Zoombomber. Thinking fast and on our feet has become customary.

### **Crisis: Internal/External**

**POLICIES:** There are times when due to workflow, GEN will decline work or set an extended timeline for a contract. By managing the time available for each client, it is possible prices may fluctuate or additional pieces are outsourced. Any changes within a contracted period of time is agreed to with the client, otherwise, GEN maintains a consistent client flow of work as best as possible.

**DEFENSE:** Luckily, as one person, solopreneurs, in real time can track their own bandwidth. Any supply chain or labor shortages are built into timelines with clients. As social justice issues ebb and flow in the news, the workflow capacity is stable allowing for little interruption.

**RESPONSE:** Any additional costs are deemed the cost of doing business and covered by GEN and if necessary, any unforeseen circumstances are communicated with the client as early as possible.

Overall, we have a relatively low risk exposure, such as the unexpected illness, travel restrictions, social justice/legal trends and responses. Low risk is mitigated through workflow management and open communication.

The following are our highest risk exposure areas.

Based in Humboldt County, California, an isolated and rural area, our Internet connection is dependent on optic cables that float in the ocean (and attract sea lion pups), and area mudslides, wild fires, earthquakes or tsunamis do limit travel at times. ACV is the local airport and has a number of direct flights to SFO, DEN, and LAX each day where connecting flights maybe required to reach the destination. SFO, SAC, and PDX, are both a 5-7 hour drive and can be used as a backup airport, if the 101 is open for drivers. This is why I travel at least 24 hours in advance and spend an extra night in the hotel before and after the event.

If something were to happen, in agreement with the client, I would reach out to my referral network starting with Chatman Enterprises, as my back up team. Modality can also be adjusted for virtual work, pre-recorded educational resources.