



The Atlanta Braves Cultivates a Connected Workplace with TONE Networks

Goal: Build a Supportive Community of Women

The Atlanta Braves Women in Baseball Employee Resource Group (ERG) was looking for ways to connect and engage their front office employees through collaborative in-person experiences. Departmental divisions combined with the challenges of scheduling demands highlighted the need to strengthen the connection among this small - but mighty - community of women that work together but don't always get to see one another.

Strategy: Host Employee Experience Events: Lunch & Learn Watch Parties

The Braves turned to TONE Networks to host a group watch party for their women's ERG with one of the nation's foremost mental health experts, Psychiatrist Dr. Gail Saltz in our coaching session, "From Burnout to Balance: Reclaim Your Life!"

52% of employees report feeling burned out, but this is an even bigger issue for the Women in Baseball given the long season and weekend games resulting in extra long work days over an extended period. Following the collective viewing experience, ERG members engaged in an interactive, "after-show" roundtable discussion which enabled them to further discuss, offer support and relate to each other over their shared experiences with burnout and stress.



Results: Increased Sense of Support and Belonging in the Workplace

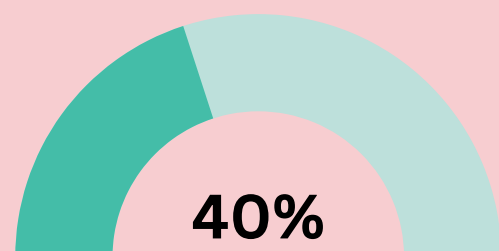
Attendees demonstrated an appreciation for the Braves' recognition and validation of their feelings of burnout and gratitude for their willingness to offer them resources, guidance and support. This unique networking experience helped them realize that they are not alone and empowered them with strategies, techniques and tools they could use to battle burnout going forward.

Member Feedback

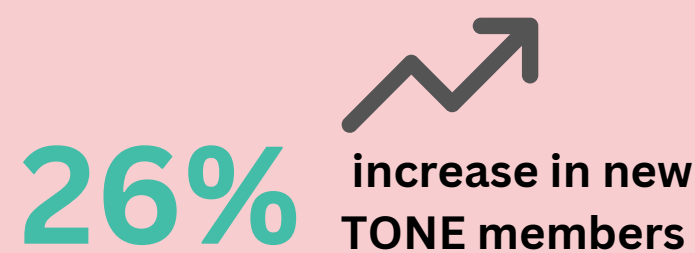
"I enjoyed learning about setting boundaries, approaching my boss and being intentional with separating work and home."

"As a woman in baseball, this product is very valuable!"

Results in Numbers



40% of the ERG attended the in-person event



Ready to make strides towards gender equity in the workplace?
Email hannah@tonenetworks.com to schedule a demo today!