



PANAGORAGROUP

proud to be employee owned

ESOP Strategic Communications Consultancy Services

A woman- and employee-owned social enterprise. We are passionate about growing and diversifying the ESOP community.

www.panagoragroup.net

The Opportunity

Employee ownership delivers more value when leaders intentionally build an ownership culture

The research shows:

- ✓ ESOP companies have increased performance, resilience, retention, and employee satisfaction compared to peers
- ✓ Employee-owned companies that invest in a deep ownership culture report an even greater ROI in these areas

DEEP OWNERSHIP CULTURE



- Business acumen
- Collegial trust and collaboration
- Work connected to business success
- Thinking and acting like co-owners

IMPACT



Successful Business

- Improved performance
- Increased retention
- Better innovation
- Attract top talent



Motivated Workforce

- Increased business literacy
- Stronger engagement
- Better collaboration
- Ownership mindset
- More purpose in work

How Do You Get There?

1 LEADERSHIP SUPPORT & ALIGNMENT

- ✓ Support for and alignment around communications and transparency as top priorities

2 STRONG COMMUNICATIONS STRATEGY

- ✓ Define a clear “why” narrative and messaging that connects ownership to stakeholder goals
- ✓ Communicate proactively and continuously to build understanding
- ✓ Engage employees through two-way dialogue to build trust and buy-in




Leveraging Communications to Build an Ownership Mindset and Drive Success

COMMUNICATIONS & LEADERSHIP

-  **ALIGN**
-  **EDUCATE**
-  **ENGAGE**
-  **INFORM**
-  **REPEAT**

DEEP OWNERSHIP CULTURE



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IMPACT

-  **Successful Business**
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Key Takeaways

- Strong ownership culture is a win-win
- Communications underpins a successful ownership culture and ESOP
- Understanding how the business works connects actions to business success
- Consistent leadership messaging creates alignment and drives culture
- Co-ownership means everyone shares the challenges and solutions – information is key

Our Offerings

1 ESOP Communications

Communications strategy, messaging, and materials; rollout communications; employee-led committee support

2 Internal Communications & Ownership Culture Development

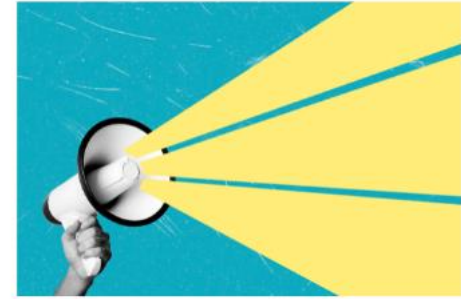
Education campaigns, engagement structures, and long-term ownership communications

3 Leadership Messaging and Training

Messaging frameworks, audits, coaching, and alignment workshops

4 External Storytelling & Positioning

Ownership narrative, executive positioning, stakeholder messaging, recruitment campaigns



Why Panagora

We bring lived ESOP experience, award-winning business leadership, and strategic communications expertise

- ✓ Woman- and employee-owned company with direct experience building strong ownership culture
- ✓ CEO is recognized business leader and upcoming Forbes author writing about the ESOP model
- ✓ Panagora co-founded the NCEOx Inclusivity Fund with the NCEO and EOX – deeply committed to supporting other women entrepreneurs

▶ **We know how to make employee ownership visible, credible, and actionable.**

WOMEN OWNED™



Great Place To Work®



Inc. 500



Team Panagora

Experienced leadership with proven employee ownership communications expertise

- **Madeleine Pryor** brings 15+ years of strategic communications experience ESOP communications expertise
- **Betsy Bassan** is a recognized business leader and advocate for employee ownership
- Our broader team and consultants bring additional expertise in organizational development, leadership development and coaching, strategic planning, and ESOP transition support
- We partner with NCEO, Praxis Consulting Group, and others to pull in resources as needed



Madeleine Pryor
Communications
Lead



Betsy Bassan
CEO and
Business Leader



Sasha Belenkaya
Change Mgmt.
& OD



Fernando
Barragan
Fractional CFO



David Binns
ESOP Transitions

Our Approach

We work as an **extension of your team to build on your strengths.**

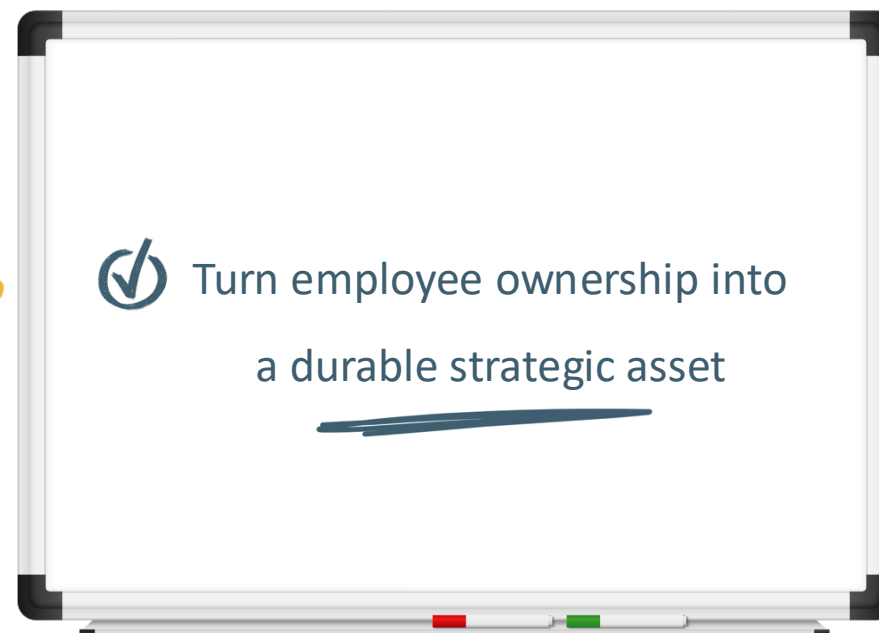
We believe that working in close collaboration to grow capacity internally is the best way to ensure long-term success and build a strong ownership culture—an investment with incalculable returns.



Why Engage Now

Flexible support for leadership teams navigating transition and growth

- ✓ Engagement models include fixed-scope projects, retainers, and tailored advisory support
- ✓ Services align to organizational stage, leadership readiness, and communication priorities
- ✓ Panagora also brings a strong equity lens, including support for women- and minority-owned businesses
- ✓ The result: stronger alignment, stronger culture, and greater value from employee ownership



Contact Us!

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