

Designing for Resilience

Building systems that scale **trust and protect mission**

A strategic design vision for the Sandberg Goldberg Bernthal Family Foundation



LEAN IN

LEAN IN
GIRLS

OptionB

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Scholarship Program





We Are Architects for Change

Transforming **Empathy** into Action
Through the Power of Intentional Design



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KNOWLEDGE AS ARMOR

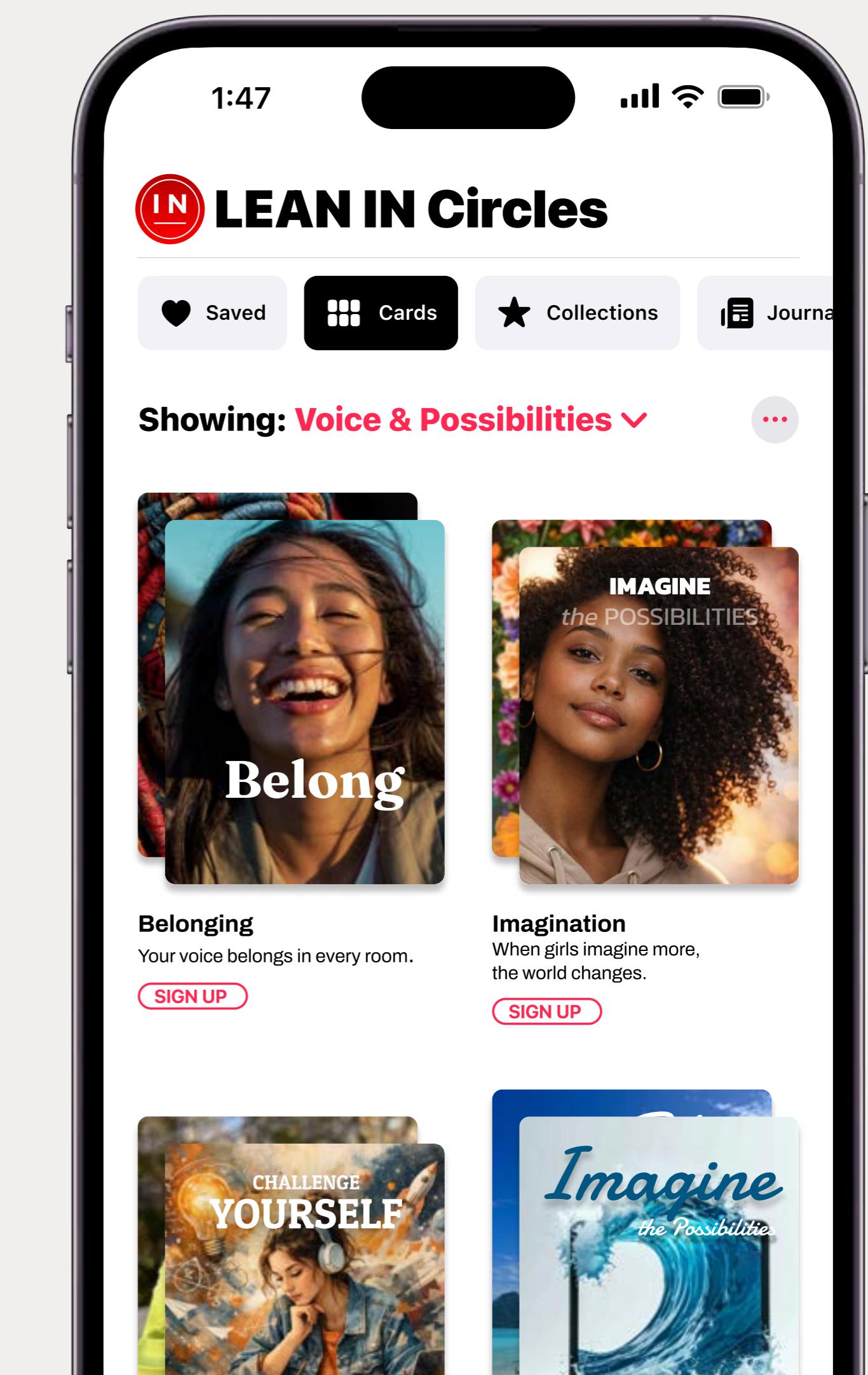
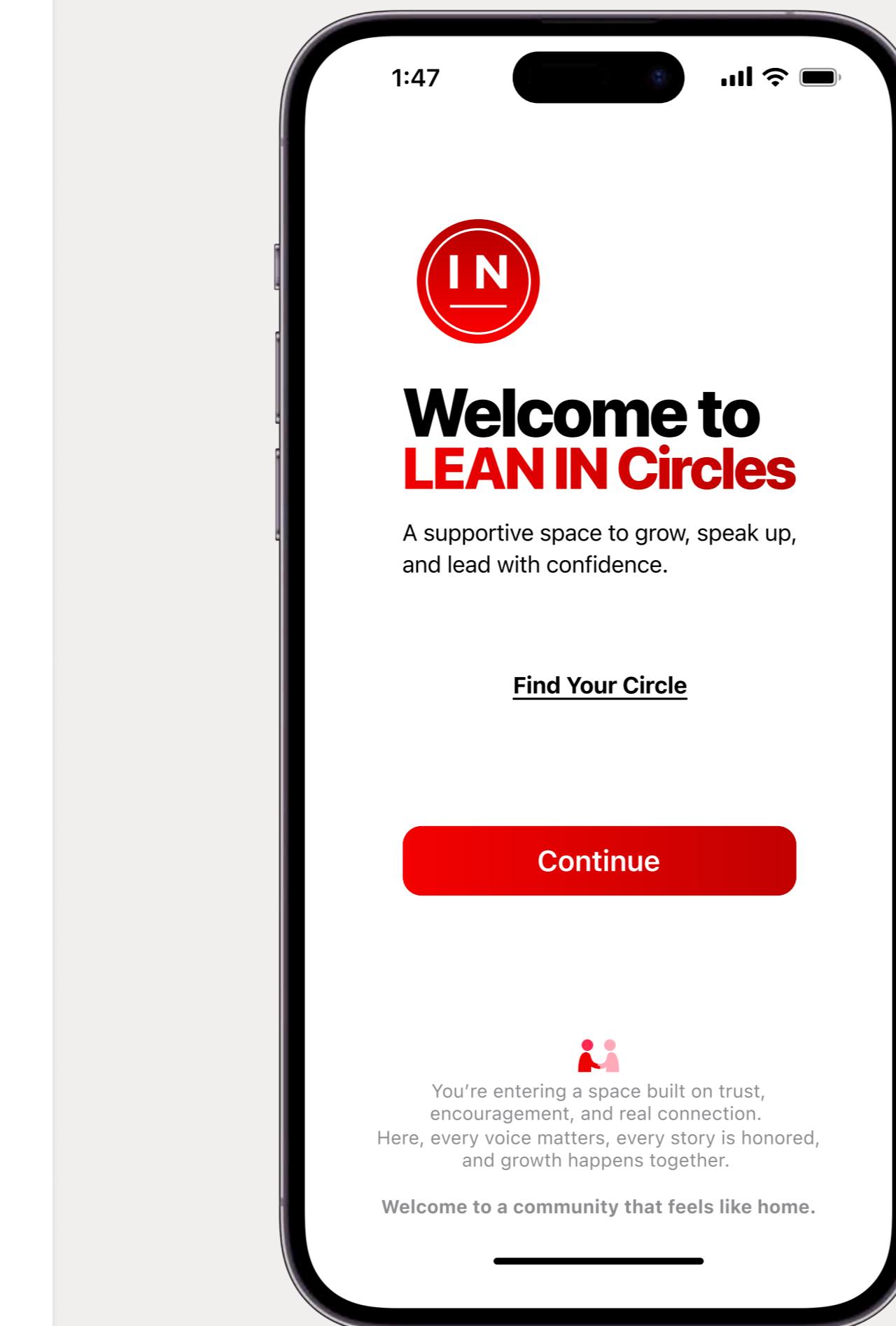
Designing Learning Experiences that Build **Confidence, Clarity, and Long-Term Agency.**

Content Focus: Reducing cognitive load in Lean In and Lean In Girls materials so learners focus on growth, not deciphering the interface.

Impact Metric

By the end of 2026, we target a 70% increase in course completion through adaptive, personalized paths compared to static PDFs.

PRO TIP: Modular Scaffolding. A four-hour workshop should seamlessly transform into a fifteen-minute mobile experience—ensuring a consistent journey whether a user is in a Lean In Circle or a Dave Goldberg Scholarship seminar.





Radical Accessibility is the Foundation of Real Inclusion.

Content Focus: Adherence to WCAG standards; ensuring photography and illustrations reflect the true diversity of global communities and lived experiences.

⑥ Impact Metric

Digital accessibility improves brand reputation for 88% of users; ignoring it silences the 1.3 billion people globally living with disabilities.

PRO TIP: A11y-First Design.

Accessibility isn't a final checklist. It's the foundation layer. Design with contrast, hierarchy, and screen reader logic from the first wireframe to empower the 1.3 billion people living with disabilities.

The screenshot shows the homepage of the Lean In Girls website. The header features the Lean In Girls logo and navigation links for Curriculum, Tips for Adults, Insights & Inspiration, and Get Started. A call-to-action button on the right says 'Get started for free'. The main content area has a pink-to-blue gradient background. A large text block reads: 'Lean In Girls is a leadership program that helps girls see themselves as leaders in a world that often tells them they're not. It's never been more important that we empower our girls.' Below this, a section titled 'That's where Lean In Girls comes in.' is shown with two cards. The first card, with a pink gradient background and a pen icon, says 'Introduce girls to a broader definition of leadership.' and includes a description of the curriculum's focus on leadership superpowers and rejecting stereotypes. The second card, with a blue gradient background and a person icon, says 'Learn how to push back on stereotypes.' and includes a similar description. Both cards mention the curriculum's focus on strength building and real talk on bias and barriers.

LEAN IN GIRLS - EMPOWER

leaningirl.org

Sign up today to receive everything you need to get started, including session guides, activity materials, training resources, and implementation support. | Get Started Today

LEAN IN GIRLS Curriculum Tips for Adults Insights & Inspiration Get Started

Get started for free

Lean In Girls is a leadership program that helps girls see themselves as leaders in a world that often tells them they're not. It's never been more important that we empower our girls.

That's where Lean In Girls comes in.

Introduce girls to a broader definition of leadership.

Learn how to push back on stereotypes.

Scaling the SGBFF Narrative Across Paid & Organic

High-stopping-power visuals built for performance



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AN UNIGNORABLE PRESENCE

Visual Storytelling that Earns Attention and **Invites Participation.**

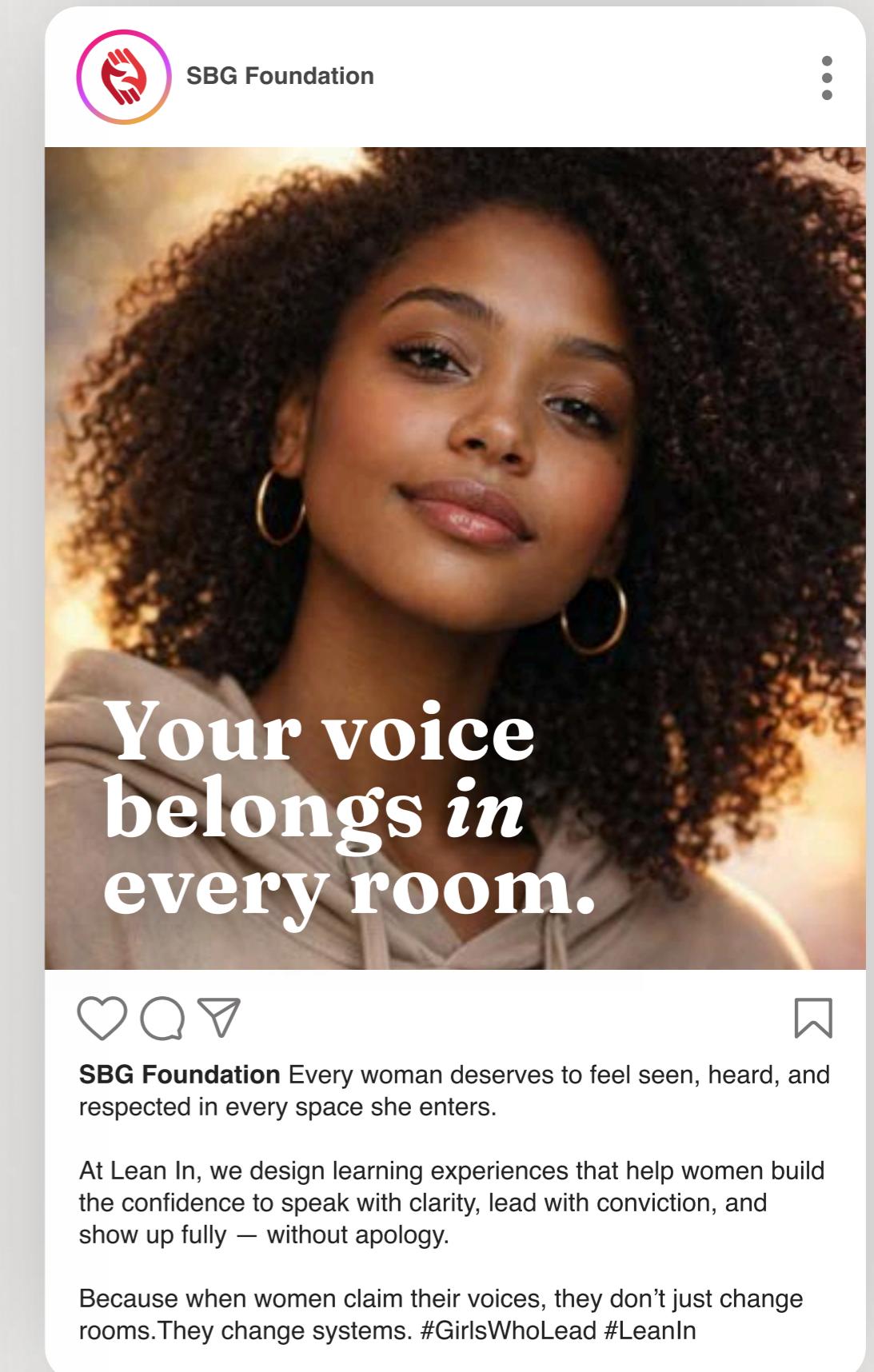
Content Focus: Bold typography and high-contrast visuals that disrupt feeds; creating asset libraries for real-time cultural responsiveness.

⑥ Impact Metric

On platforms like TikTok and Reels, you have exactly 1.7 seconds to earn attention. Design is the bridge between a 'scroll-past' and a meaningful 'sign-up'.

PRO TIP: **Thumb-Stopping Contrast.**

Use isolation of focus: one dominant visual idea against a restrained field. In chaotic feeds, clarity wins.





A UNIFIED BATTLE CRY

Orchestrating Campaign Assets
for **Maximum Strategic Impact**
Across All Channels.

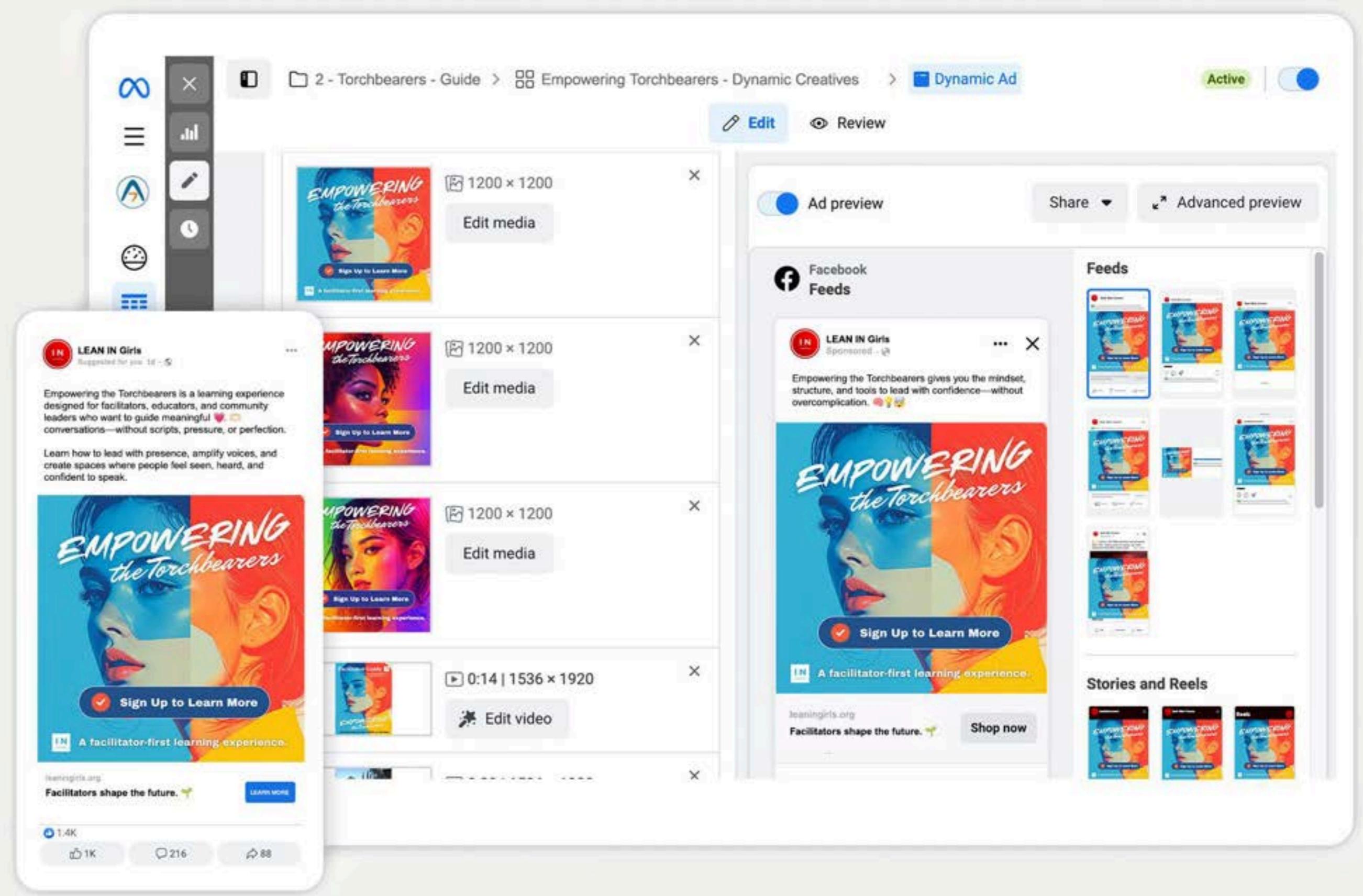
Content Focus: Aligning paid media (conversion-focused) and organic social (brand-focused) under one cohesive visual identity.

⑥ Impact Metric

Brands with high visual consistency across all touchpoints are 3.5 times more likely to enjoy strong brand visibility.

PRO TIP: Dynamic Asset Libraries.

Build 'Master Kits' that allow the social team to spin up 50+ localized variations of a campaign asset in minutes, ensuring our message is always timely and consistent.





MOMENTUM IN MOTION

Dynamic Content Systems
that Express **Urgency, Humanity,**
and Momentum.

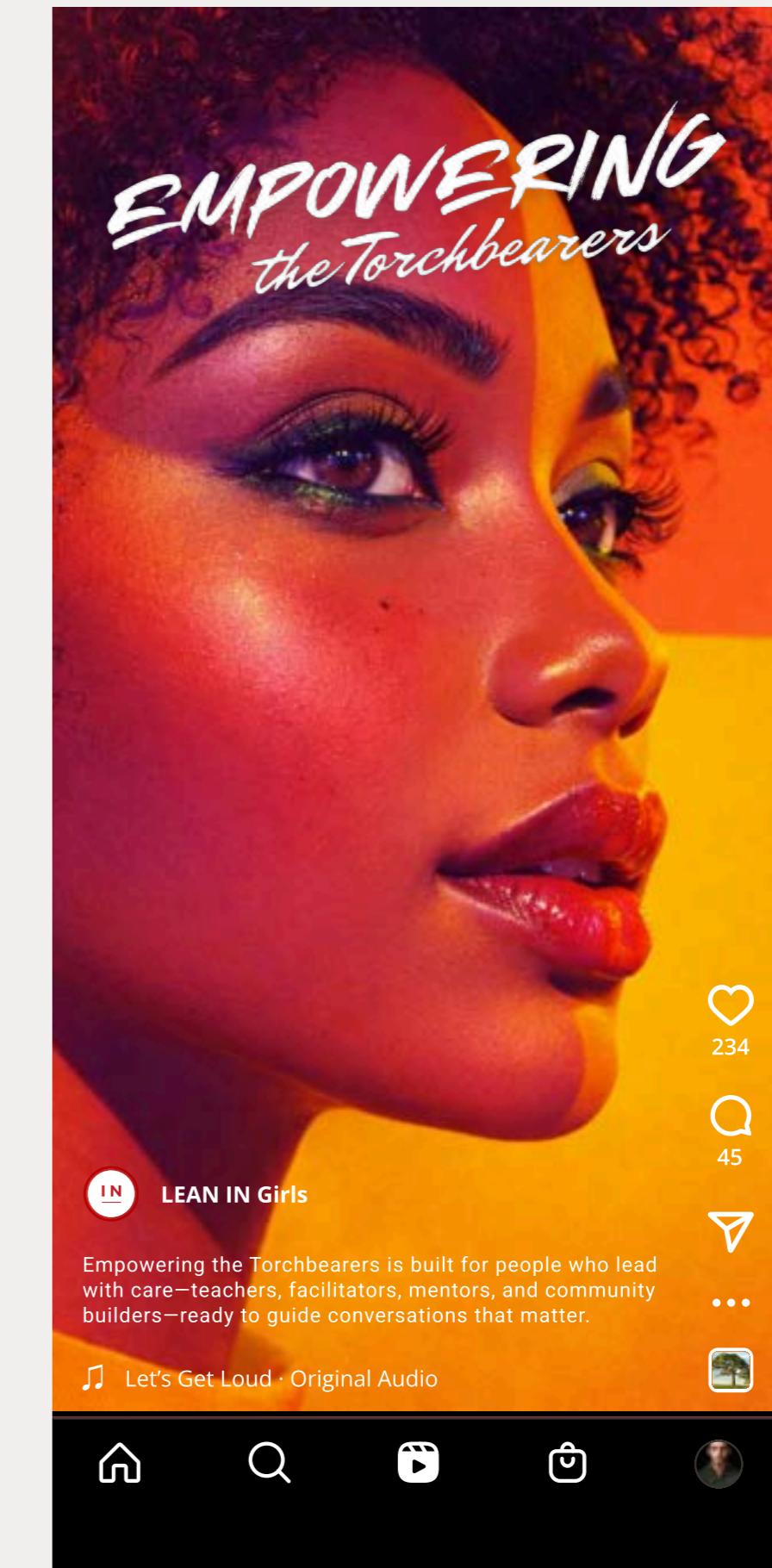
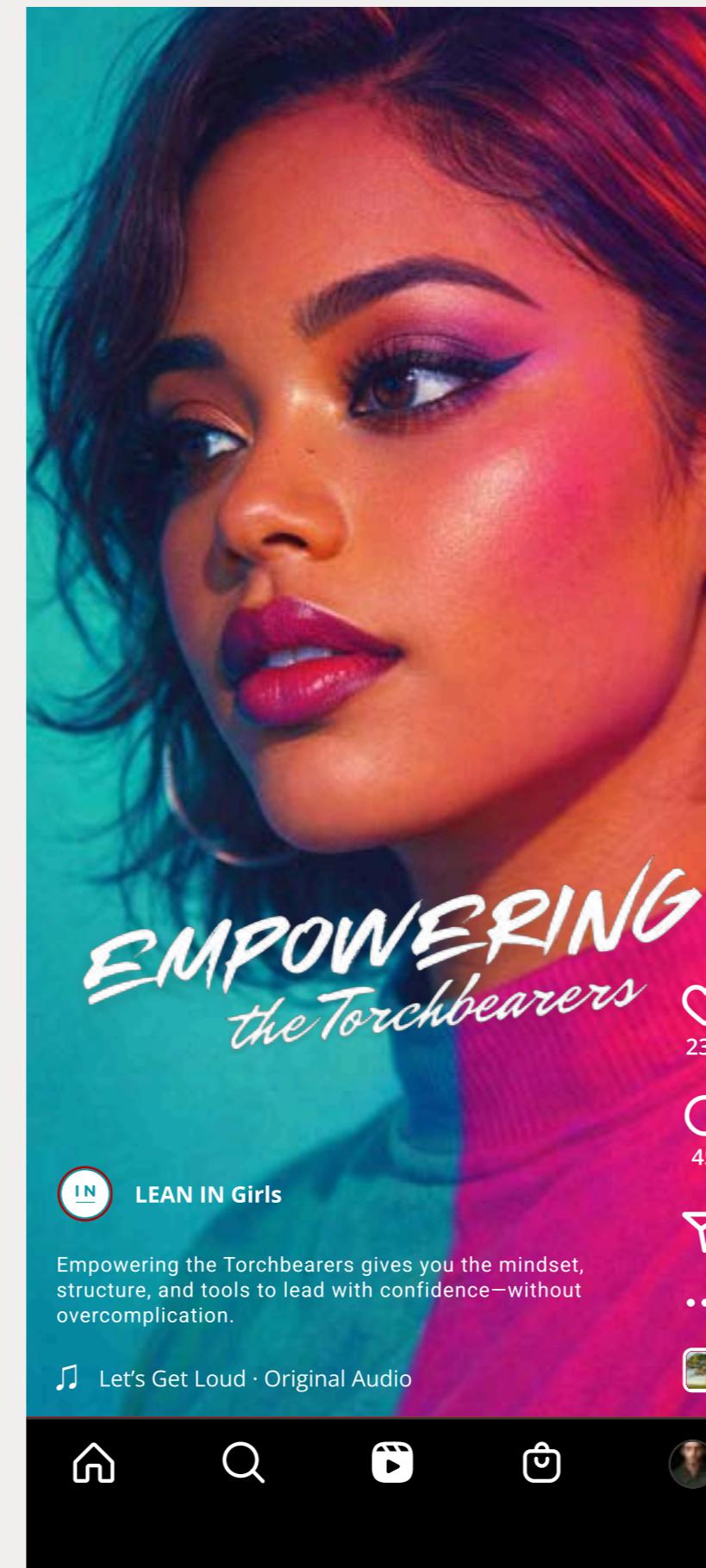
Content Focus: Prioritizing video-first
design for Reels/TikTok; creating scalable
motion templates for internal use.

⑥ Impact Metric

Video content generates 1200% more shares than
text and static images combined. Movement is no
longer optional; it is essential.

PRO TIP: Kinetic Typography.

Use motion to reinforce meaning, not
decoration. Typography should move with
the cadence of real speech.



Translating Insight into Impact

Partner with Research to **visualize truth**



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DIGITAL SANCTUARIES

Building Web Experiences
that Offer **Solace, Support, and**
Frictionless Access.

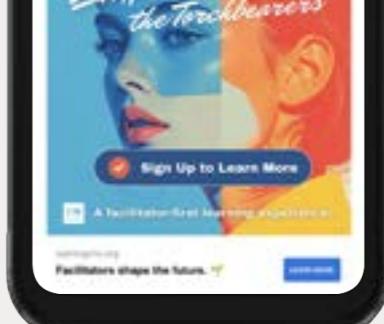
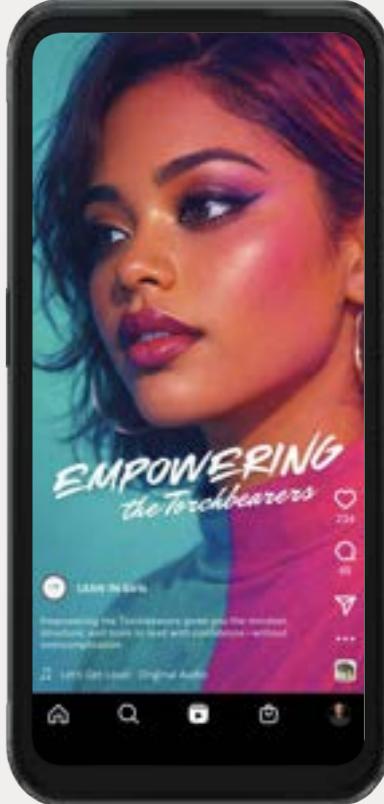
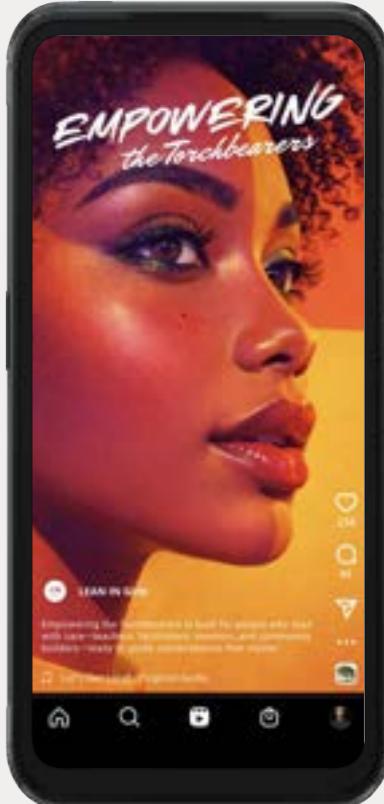
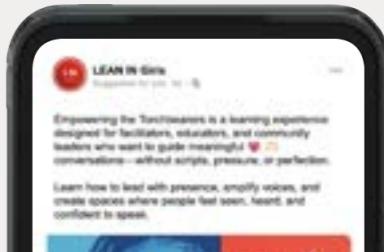
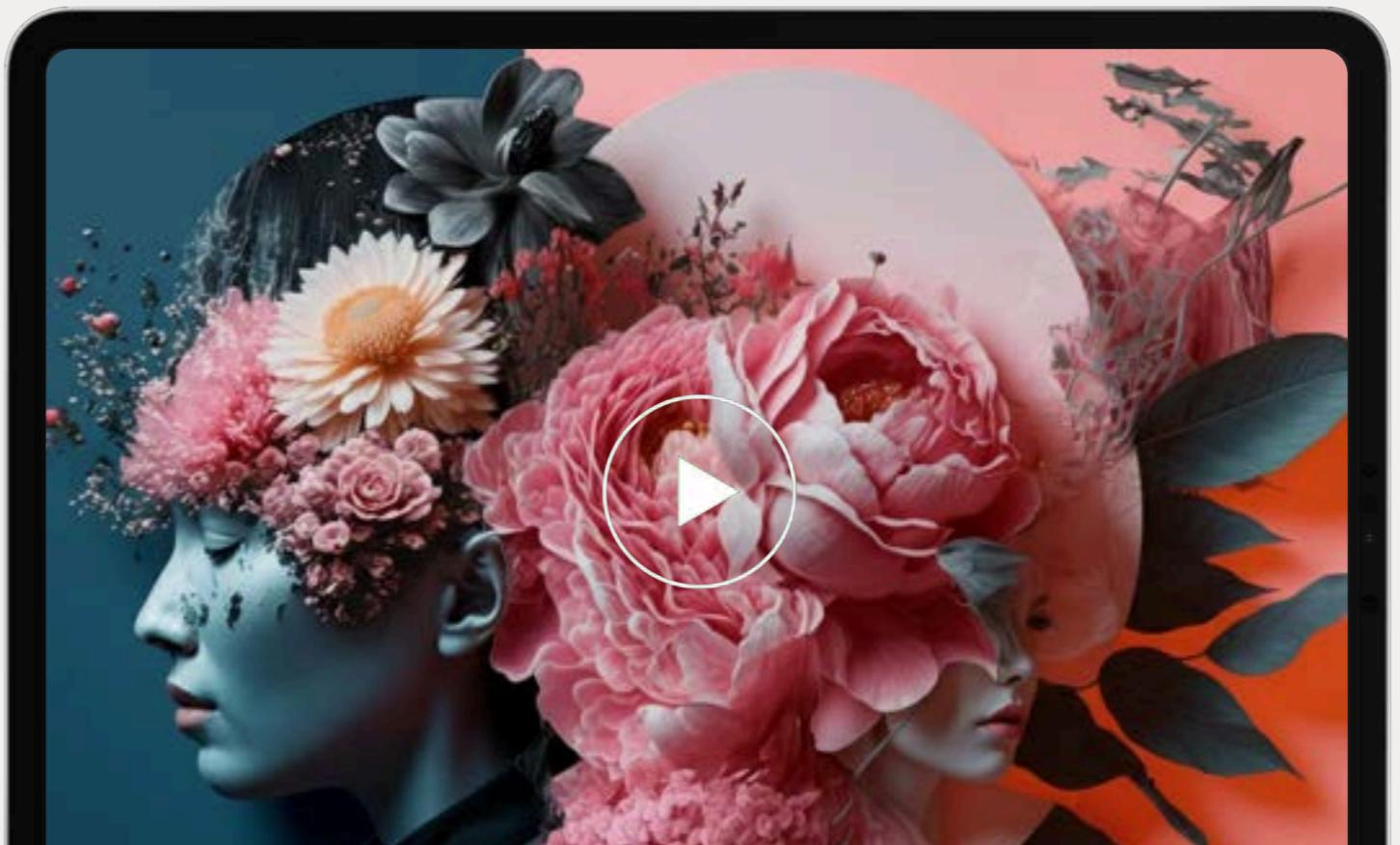
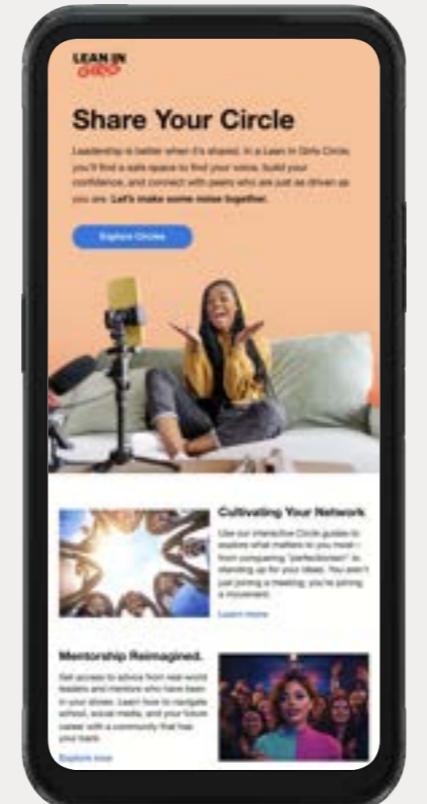
Content Focus: User-centric UI for
OptionB and LeanIn; mobile-first design
for users accessing support on the go.

⑥ Impact Metric

91% of users say a website's design is the primary
reason they trust or distrust an organization.
Our site must be an embassy of trust.

PRO TIP: Frictionless UX.

For users visiting Option B in a moment of
grief, the 'Resource' button must be
accessible within a single thumb-tap. Design
for the user in crisis, not the one in comfort.





THE DIRECT CONNECTION

Delivering **Value, Inspiration, and Community** Directly to the Inbox.

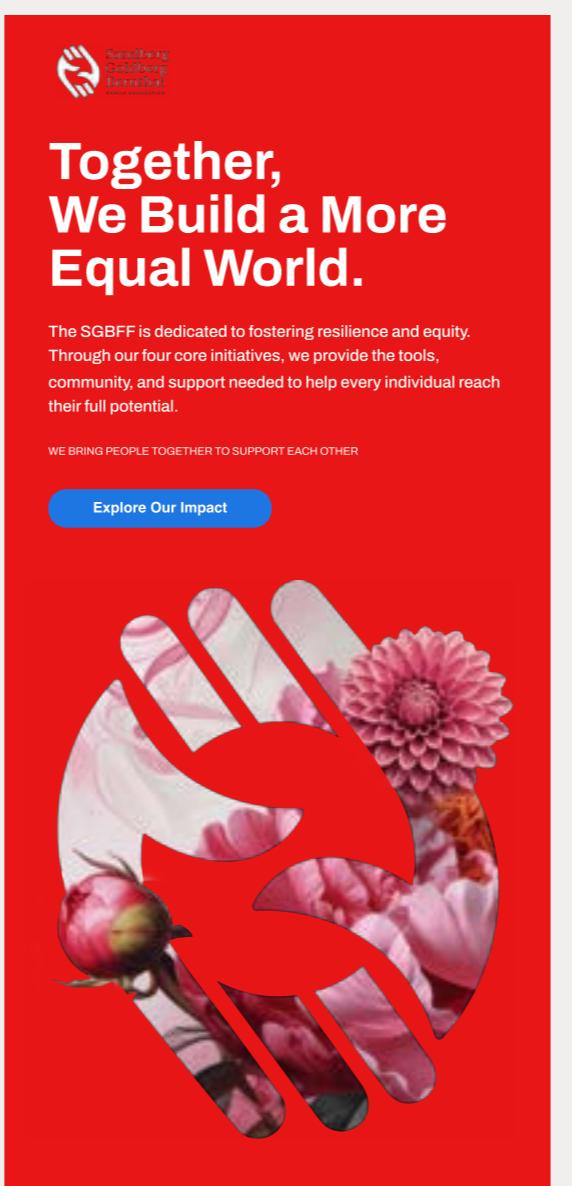
Content Focus: Modular, coded email systems that look beautiful on every device and drive higher engagement.

Impact Metric

Email remains the highest-converting channel for nonprofits, with a 4400% ROI. It is our most intimate bridge to our supporters.

PRO TIP: Modular Grid Systems.

Design emails using a 'Lego-block' approach, allowing us to swap content sections in and out while maintaining a perfectly responsive layout for mobile users.



The Sandberg Goldberg Berenthal Family Foundation works to build a more equal and resilient world. We bring people together to support each other through four key initiatives:

LEAN IN

Leanin.Org

Empowering women to achieve their ambitions and helping companies build inclusive workplaces where everyone can thrive.

OptionB

OptionB.Org

Helping people find resilience and find meaning in the face of adversity, proving that we can grow through what we go through.

[Join the Movement](#)



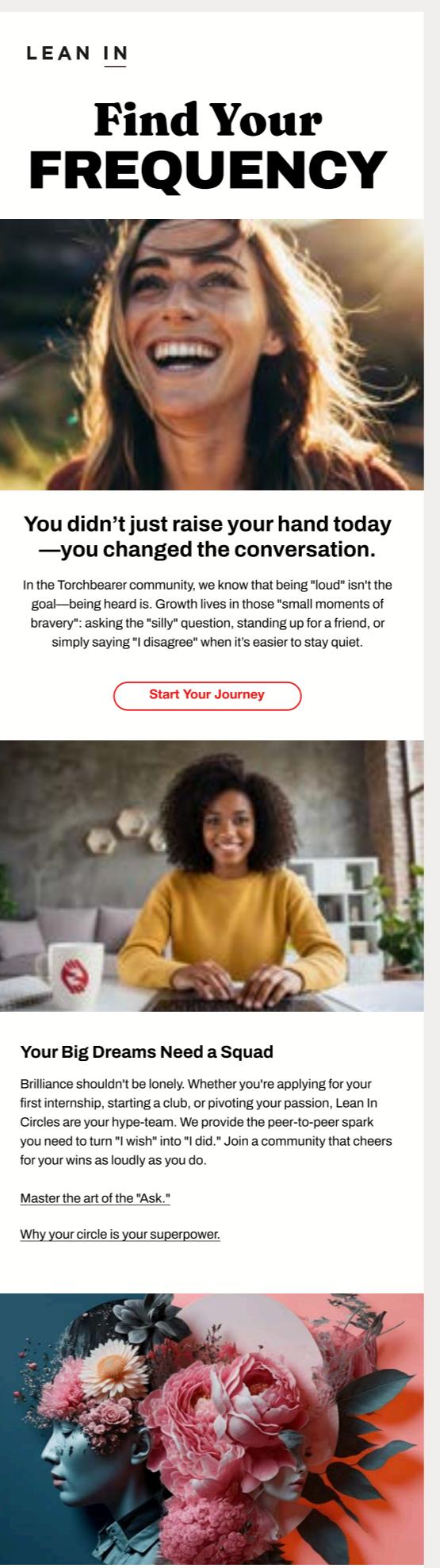
Community Guidelines Eligibility: Programs are open to individuals aged 18+. To comply with global regulations, residents of embargoed countries or regions subject to U.S. or local export restrictions are ineligible. Program details are subject to change to ensure we best serve our mission.

Participation: SGBFF resources are for personal and community growth and may not be sold or exchanged for cash. All offerings are subject to availability where the recipient resides. VOID WHERE PROHIBITED BY LAW.

Manage Preferences: You can [Unsubscribe] at any time or mail a request to our address above. We value your privacy; please review the [SGBFF Privacy Policy].

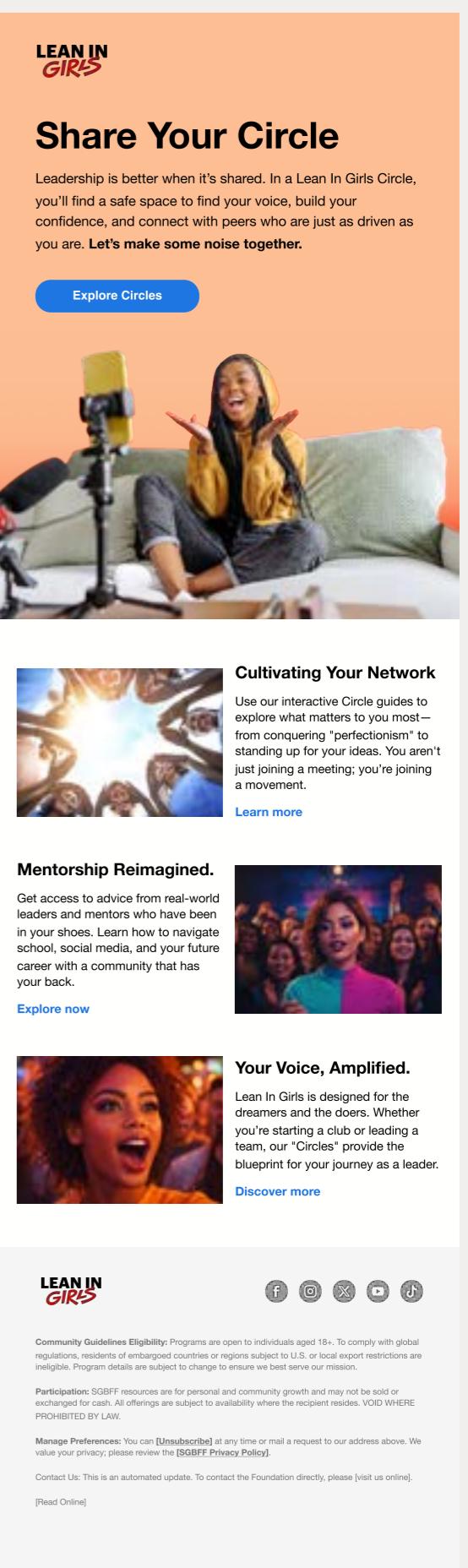
Contact Us: This is an automated update. To contact the Foundation directly, please [visit us online].

[Read Online]



Design the Undesigned

Leadership isn't a badge you wait for—it's the way you choose to see the world right now. Imagine a future where your "wildest ideas" are actually the blueprint. We aren't just teaching you how to follow the path; we're giving you the tools to blaze a brand new one. Step into a space where your perspective doesn't just "fit the mold"—it breaks it.



LEAN IN GIRLS

Share Your Circle

Leadership is better when it's shared. In a Lean In Girls Circle, you'll find a safe space to find your voice, build your confidence, and connect with peers who are just as driven as you are. Let's make some noise together.

[Explore Circles](#)



Cultivating Your Network

Use our interactive Circle guides to explore what matters to you most—from conquering "perfectionism" to standing up for your ideas. You aren't just joining a meeting; you're joining a movement.

[Learn more](#)

Mentorship Reimagined.

Get access to advice from real-world leaders and mentors who have been in your shoes. Learn how to navigate school, social media, and your future career with a community that has your back.

[Explore now](#)



Your Voice, Amplified.

Lean In Girls is designed for the dreamers and the doers. Whether you're starting a club or leading a team, our "Circles" provide the blueprint for your journey as a leader.

[Discover more](#)

LEAN IN GIRLS



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[Read Online]

Scalable Integrity: One Source of Truth, Every Touchpoint

Evolving the SGBFF Brand Guidelines into a living "**Brand OS**"



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THE STRATEGIC TRANSLATOR

Bridging the Gap Between
Complex Goals and **Compelling
Human Experiences**.

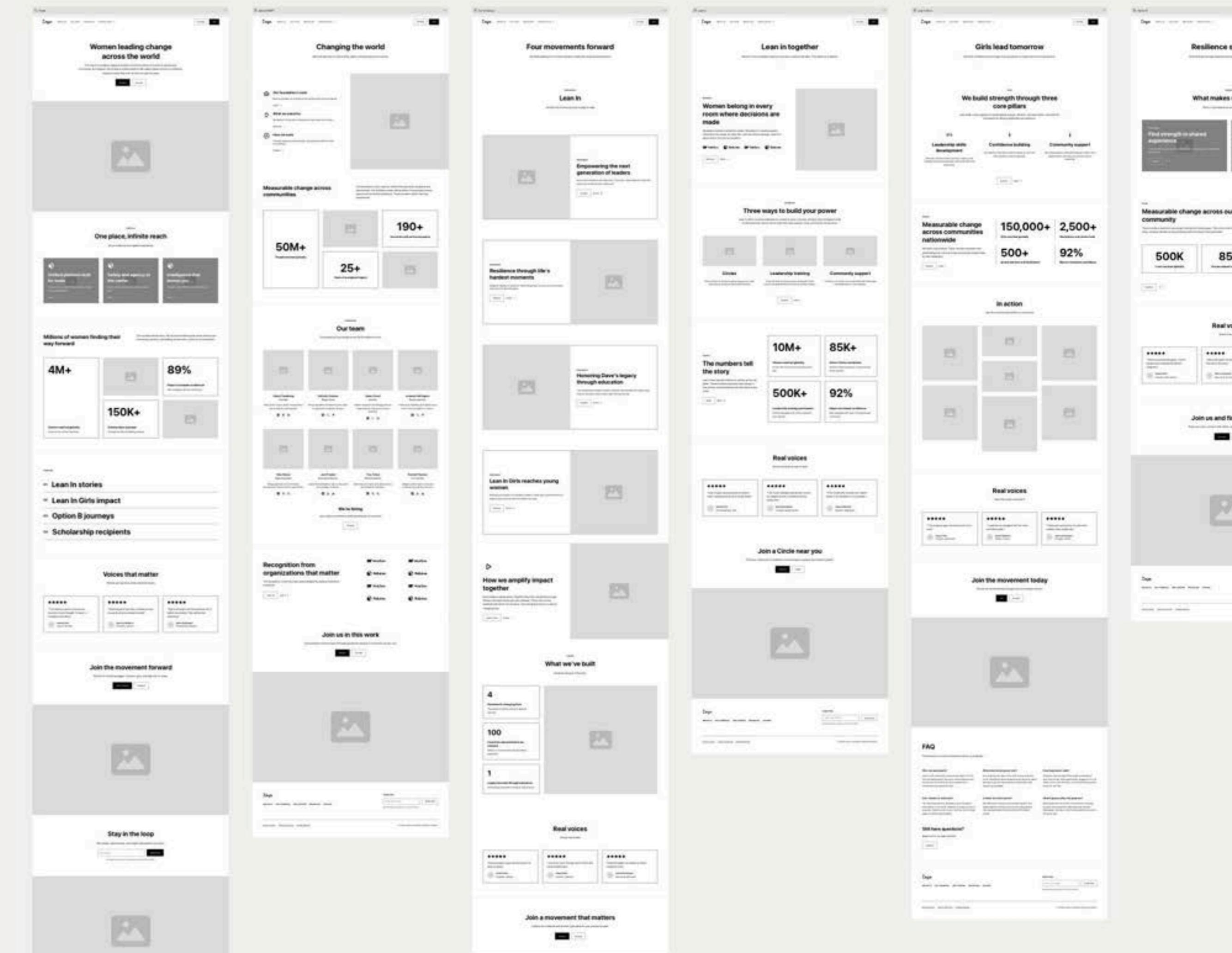
Content Focus: Partnering upstream
with Research and Marketing to visualize
concepts before they are finalized.

⑥ Impact Metric

Organizations that integrate design at the strategy level see a 32% increase in revenue growth and 56% higher total returns.

PRO TIP: The Prototype Bridge.

Don't just 'listen' to strategy; Prototype it. Showing a wireframe in a strategy meeting turns abstract ideas into a tangible vision everyone can rally behind.





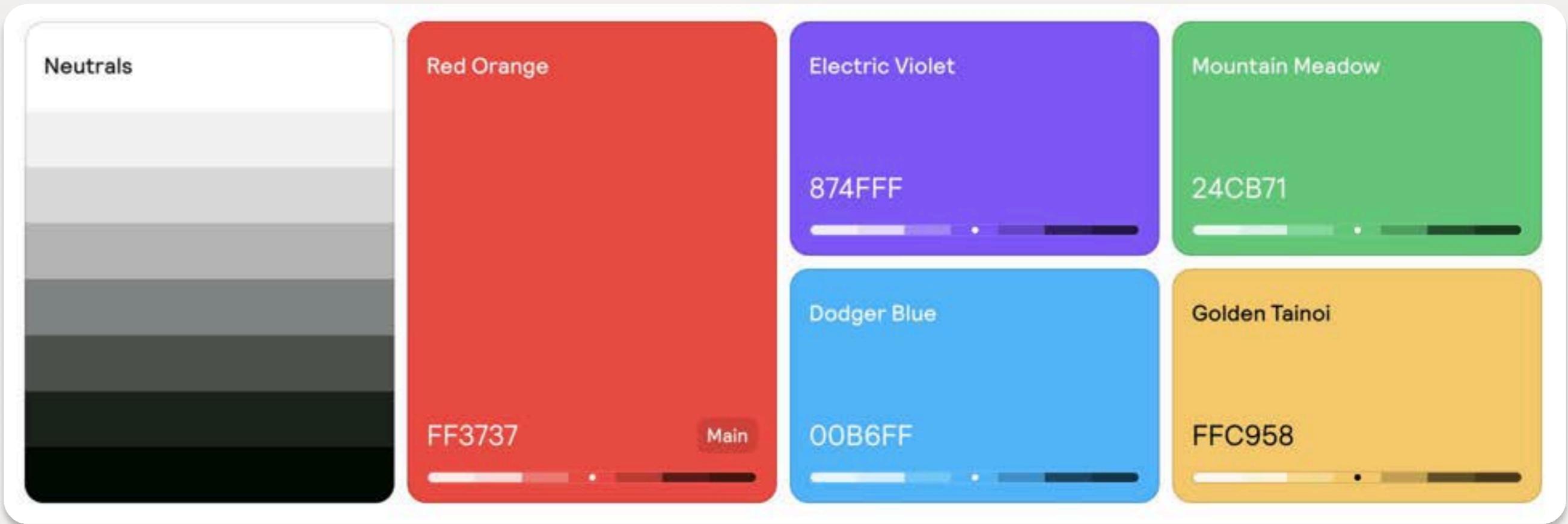
Fostering a Culture of
Collaborative Innovation and
Honest Feedback.

Content Focus: Running internal
design sprints; establishing clear
critique loops that prioritize mission
impact over subjective opinion.

⑥ Impact Metric

Diverse teams are 1.7x more likely to be innovation leaders. Design is the glue that binds these diverse perspectives together.

PRO TIP: Miro Sprinting.
Lead virtual 'Co-Design Sprints' where
Research, Marketing, and Programs work
together on the same canvas, ensuring the
final product has every team's DNA in it.



Heading

Fraunces

Google | Free

Body

Archivo

Google | Free



OPERATIONAL ARCHITECT

Scaling Creativity through **Process and Precision.**

Content Focus: Optimizing the creative pipeline between internal teams and external partners; implementing "Design Ops" to reduce friction and maximize mission-critical output.

Impact Metric

Organizations that treat "Process" as a design project reclaim 30% of creative time for high-level strategy and innovation.

PRO TIP: The Feedback Loop.

Establish "Creative Sprints" that include Research and Programs early. Showing wireframes in strategy meetings turns abstract ideas into a tangible vision everyone can rally behind.

The Future of the System

Governance, Intelligence, and Leadership at Scale



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SCALABLE EXCELLENCE

A Design System Built to Grow at the Speed of Our Ambition.

Creating a robust Figma component library to ensure consistency across **LeanIn**, **OptionB**, and **Girls**.

⑥ Impact Metric

Design systems save teams an average of 30-35% in development time. We invest in the system so we can spend more time on the mission.

PRO TIP: The Living Library.

Maintain a single 'Source of Truth' in Figma. When a brand color changes, it updates across every prototype and developer hand-off file instantly.



Harnessing The Future

Pioneering Responsible AI to Multiply Our Creative Impact.

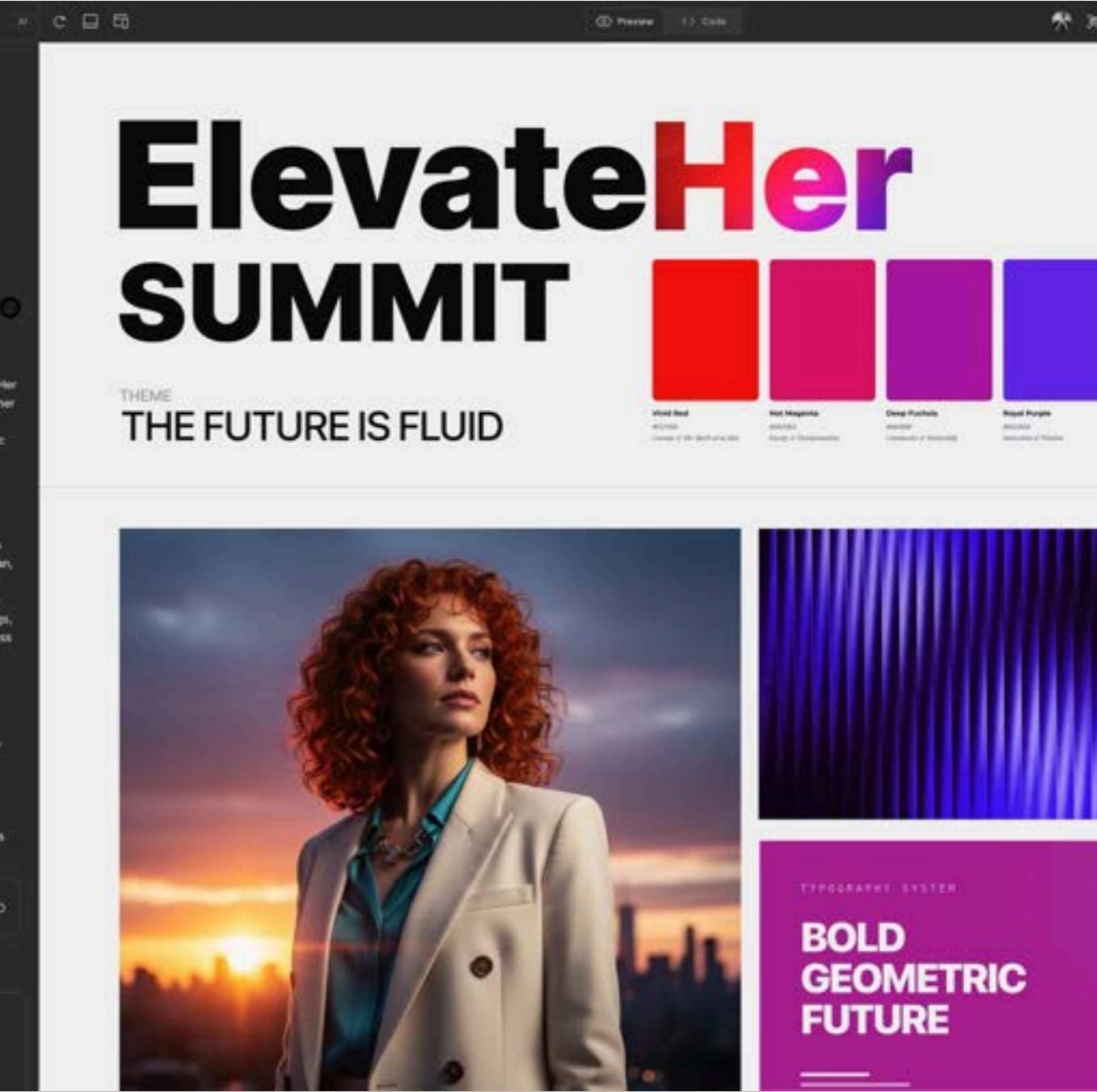
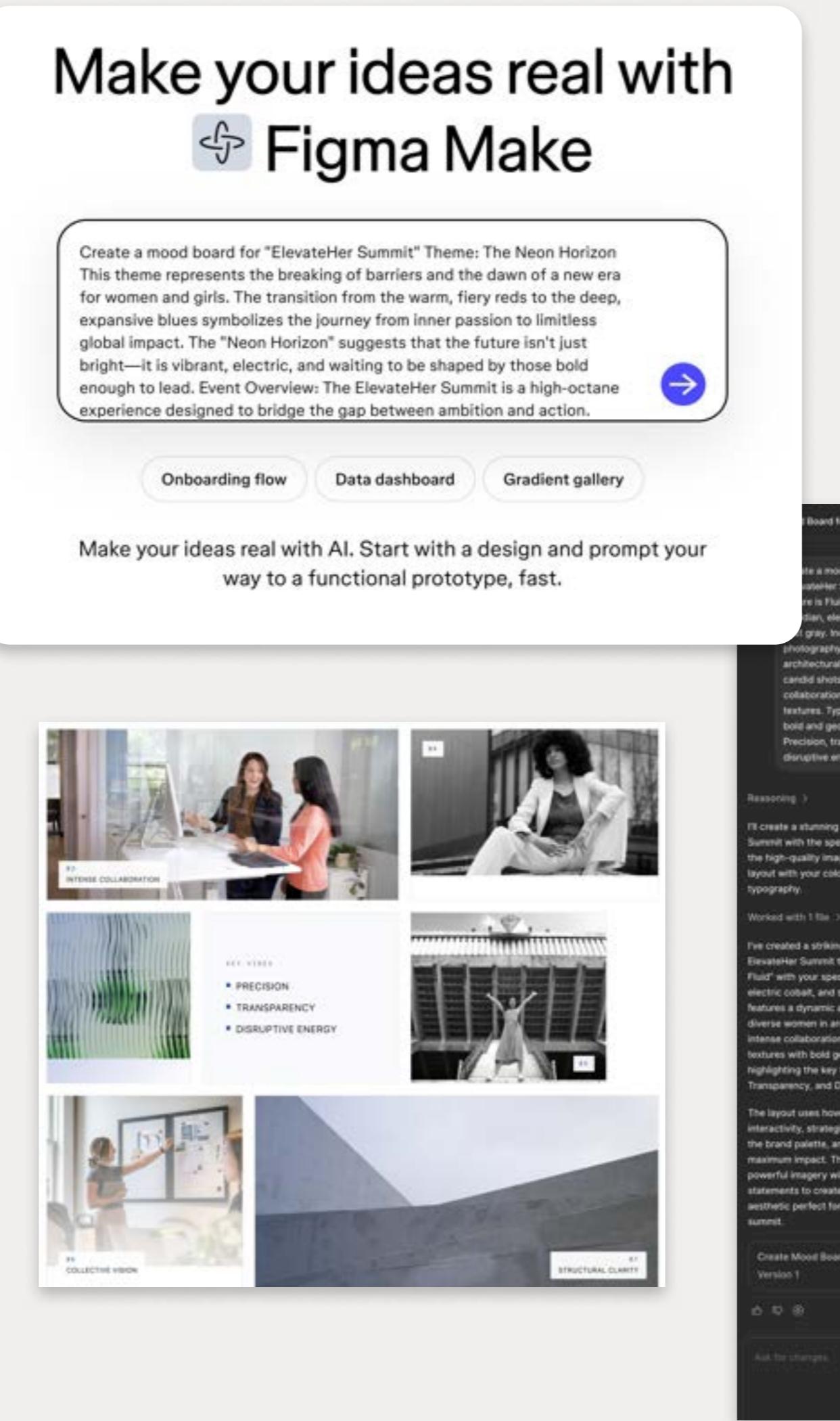
Content Focus: Using AI for storyboarding and workflow acceleration; establishing ethical guidelines for AI use in social impact.

Impact Metric

In 2026, 82% of organizations are incorporating AI. SGBFF will lead by using AI as a force multiplier for workflows while ensuring representation and ethics remain at our core.

PRO TIP: AI as a Force Multiplier.

Use AI for the 'Heavy Lifting'—image expansion, pattern generation, and rapid mood boarding—freeing the team to focus on the 'Heart' of the design.



Commitment to Design with Boldness, Empathy, & Resilience.

Prepared by: Sheri House | [Resumé](#) | [Cover Letter](#)

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