

2 DOPE BOYS & a Podcast

A Cultural Consultancy

NOT YOUR BASIC CONSULTANCY

"Says a lot about you if you ain't feelin' us"
- Jay Z, Pound Cake

WHO WE ARE

- + Co-Hosts of top ranked podcast, 2 Dope Boys & A Podcast, a leading trends and insights podcast
- + Noted speakers & consultants for organizations such as:

.Mic SCRATCH.com

sparks & honey



- + Cultural anthropologist, authors, content creators
- + Experts in broader culture & sub-culture movements domestically and abroad
- + Fluent in all forms of code-switching



PHILIP L. MCKENZIE is the Global Curator of [Influencer Conference](#). Influencer Conference is a global content platform that exist at the intersection of culture, creativity, and commerce. He is also one half of the duo [2 Dope Boys & a Podcast](#), a cultural trends and insights podcast hosted with fellow dope boy Michael Brooks. As an expert in culture and branding Philip is a sought after speaker and moderator. He also DJs under the name 9 Is Water. Prior to that he was the Managing Partner of FREE DMC, an influencer marketing agency that specialized in integrated marketing strategy, digital content creation, and experiential events. In his roles with FREE DMC, Philip created strategic experiential campaigns for Jaguar, Sprite, Remy Martin, and Belvedere Vodka to name a few. Philip was a domestic Equity Trader at Goldman, Sachs & Co. He has his Bachelor of Business Administration from Howard University with a minor in Philosophy and completed his MBA at Duke University's Fuqua School of Business.

TEAM

MICHAEL BROOKS is co-host and co-dope boy of the leading trends and insight podcast, [2 Dope Boys & a Podcast](#). He is a contributing host for the four-time award winning independent political talk show, [The Majority Report](#). He has appeared as an analyst on outlets including France 24, Huff Post Live, Al Jazeera, and SiriusXM. His writing has appeared in Washington Post, Al Jazeera, Al Monitor, and PSFK. He co-authored the *Buddha's Playbook*, a synthesis of mindfulness, meditation, and decision-making anthropology and ran an arts performance incubator and platform in Western Massachusetts. He has provided insights for organizations as diverse as Virgin and SACNAS. He studied Security Studies at Middle East Technical University in Ankara, Turkey and holds a BA in international affairs from Bates College.



SERVICES

1. Strategic Cultural Intelligence (Invisible Dots* framing)
2. Market Research & Planning
3. Executive Workshops & Learning
4. Design and launch original content across existing and emerging distribution channels

*INVISIBLE DOTS

Connecting dots implies a linear relationship that neatly gets you from point A to point B; the relationship between Michael Jordan and Nike is applicable here.

Now that interests are no longer strictly geographic, racial, or even income-based we need a **new approach**. This strategy suggests finding things that would otherwise go unnoticed. Hence, the concept of *Invisible Dots*, which hinges on building a strong corporate culture by understanding a **values framework**.

Shared Values is the new currency for relationships between people and organizations. Be there **first** and **dive deep** (long-term knowledge-driven strategy). The more you **know** (curiosity), **understand** (empathy), the more **currency** (connection) you will have.

THE CHALLENGE

We now exist in a *cultural economy*.

This *new reality* is having a profound effect on every type of organization on the planet.

As a direct result, the methods to survive and thrive are *shifting*.

Even if you don't understand culture it is acting on you every day.

Brands are often clueless at best and fearful at worst.

That's where we come in.

OUR APPROACH

"At the risk of seeming ridiculous, let me say that a true revolutionary is guided by a great feeling of love."

- Che Guevara

+CULTURAL PRIME DIRECTIVE+

Principles:

- + Do no harm
- + Reevaluate your time horizon
- + Be brave
- + Build a love-centered revolution

How do organizations ***effectively*** measure change?

How are people engaged in an environment that ***enriches*** them & ***supports*** organizational goals?

How do organizations ***communicate*** when stakeholders seemingly speak different languages?

THE CPD PROCESS

- > designed to shift from ideation to real world practice and application; internally and externally focused and engages stakeholders at all levels of the organization and the supply chain
- > emphasizes emotional intelligence, cultural awareness/fluency, and mindfulness

- + Research/Trend analysis to outline cultural landscape and identify “invisible dots”
- + Workshop development with both Philip & Michael as experts and additional access to over 250 global influencers to create bespoke programming to address a specific challenge or problem set
- + Impact Leadership training with brand/company stakeholders to empower decisions to flow via networked matrices rather than traditional “top down” management

REALITY CHECK...

We are living in a *post-demographic* world.

This means the old methods & customs of grouping people together based on simple psychographic measurements is **over**.

The Cultural Prime Directive & Invisible Dots framework provide a more *holistic* basis to learn, evaluate, and understand complex business environments.

WHY US?

+ Aligning Internal Cultures in an Era of Mass Fragmentation:

The pace of cultural change in corporations is shifting rapidly. Millennials are rising in leadership positions and freelance work cultures are redefining loyalty and commitment. A changing America means different things for corporate conversations on race, gender, and identity. We help you develop shared language, identify hidden values frameworks, and facilitate shared experiences that bridge internal cultures.

+ Partnering With Culture or How Not To Be A Predator:

We identify the right cultural matches that sync with brands and audience. What subcultures, desires, and trends should your brand be paying attention to and why? How to find the right cultural fits and alliances for campaigns, activations, and message diffusion.

+ Create Dope Culture

We are hosts, producers, writers, and curators. We help you design, host, and create your specific brand content. Do you need a podcast to showcase your company culture and endeavors? A new YouTube channel or other new platform where you create and distribute content? We work to help you design, plan, and create original content on emerging platforms.

CASE STUDY #1: JAGUAR

DESCRIPTION

Introduction of the XJ/XK models to select tastemakers.

ORIGINAL CLIENT DIRECTION

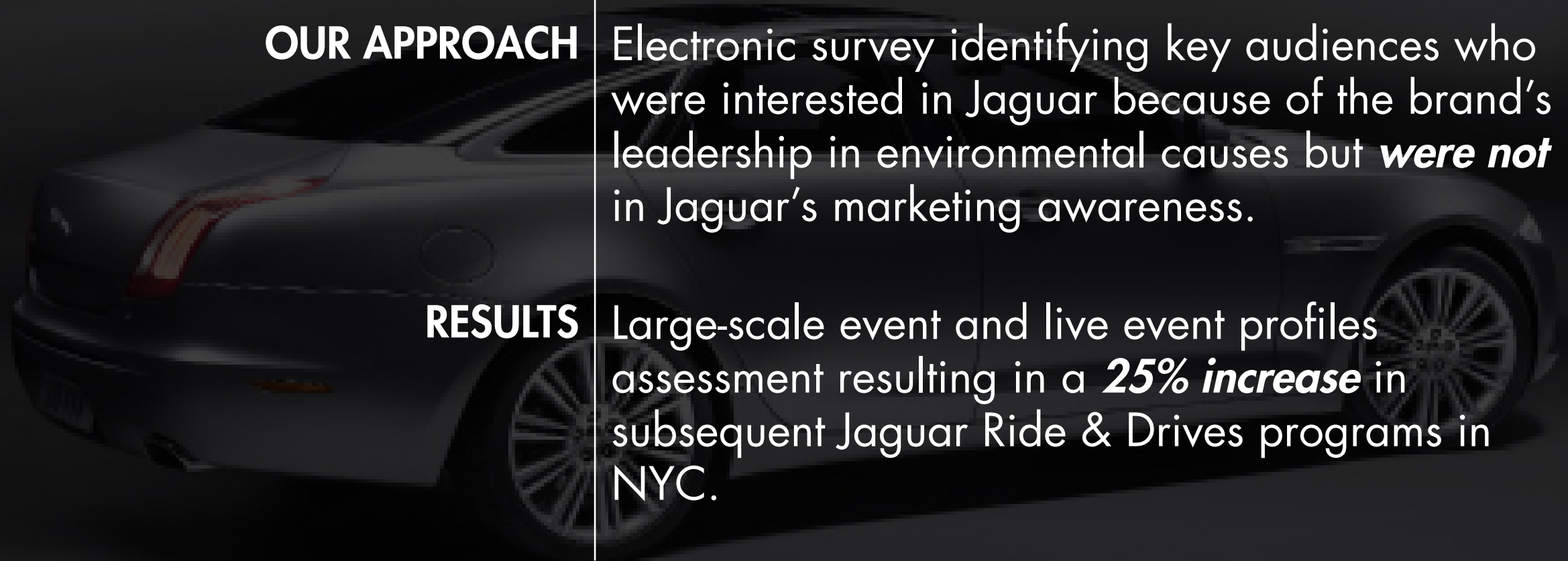
Young Wall Street professionals, exposure among trust fund crowd.

OUR APPROACH

Electronic survey identifying key audiences who were interested in Jaguar because of the brand's leadership in environmental causes but **were not** in Jaguar's marketing awareness.

RESULTS

Large-scale event and live event profiles assessment resulting in a **25% increase** in subsequent Jaguar Ride & Drives programs in NYC.



CASE STUDY #2: 95 WALL ST LUXURY RENTALS

DESCRIPTION

Increase the occupancy/lease rate for the property.

ORIGINAL CLIENT DIRECTION

Emphasize location and market towards banking and finance professionals.

OUR APPROACH

Curated focus groups that discovered that potential tenants were concerned with amenities.

RESULTS

Re-branding of material, website, and outreach focusing on library, art center, and community space. **10% increase** in occupancy.

CASE STUDY #3: VIRGIN GROUP

DESCRIPTION

Identify specific trends and cultural examples to inspire internal creative team's approach to future product development.

ORIGINAL CLIENT DIRECTION

Find examples within the domain of "in-house" inspiration (that fit the client brief).

OUR APPROACH

Expand beyond initial inspiration and build an extensive and specific sector analysis (leisure, health, aging/parting).

RESULTS

Co-created a go-to creative and trends resource integral to the creative team's content creation across all platform channels.

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