



Who We Are

Anna Gifty Opoku-Agyeman is an award-winning researcher, writer, and speaker devoted to exploring solutions that improve how organizational **leadership evaluates talent**. Alongside her is collaborator **Emma Rackstraw**, a doctoral candidate at Harvard Kennedy School has experience running field experiments in collaboration with companies. In the proposed research partnership with NextUp, they are joined by **Sullivan Anderson**, a research associate who has previously worked at University of Chicago's Booth School of Business. The aim is to identify cohorts of organizations interested in participating in research studies that supplement existing efforts in workplace diversity, equity, and inclusion.

Research Focus Areas

At present, NextUp has identified performance evaluations as a research priority. In collaboration with NextUp, Opoku-Agyeman and her colleagues will conduct two studies: 1) A descriptive analysis of broad trends in performance evaluations and 2) an intervention study to improve inequitable practices in performance evaluation. We strongly recommend that companies and firms participate in both studies since the first study is complementary to the intervention and vice versa.

1. **Performance Evaluation:** Our descriptive analysis will examine broad trends performance reviews across demographics and ratings level in hopes to identify what phrases are most associated with successful candidates within a given organization. This research builds on Correll et. al (2020) that showed the difference in language in performance reviews across gender at a Silicon Valley firm.
2. **Promotion Evaluation Intervention:** Through a field experiment, we investigate how providing managers with feedback on their implicit biases affects performance evaluations across race and gender identity. The project extends ongoing work by **Rackstraw (2022)** trying to better understand whether and how employers update their biased beliefs.



Work With Us

For any academic research project, payment is not expected nor required beyond the budget for implementation, research assistance, and conference attendance. Both projects and company participation require stakeholder buy-in, legal approval, and data use protection to ensure that all involved are well aware of expectations and the research process.

To learn more about participating in either or both studies, please contact NextUp Now's Virtual Programs Manager, **Dr. Kristin Lee**, at klee@nextupisnow.org and our research associate, **Sullivan Anderson**, at research@annagifty.com.

Important Disclaimer: All data and companies affiliated with the research studies will be deidentified publicly. None of the proposed research projects require personally identifiable data.