

# WASHINGTON & ASSOCIATES, INC.

**E Pluribus Unum Logo**



**Equity Management**

**Plato in the Atom Logo**



**PLATO**  
Management Information System SM

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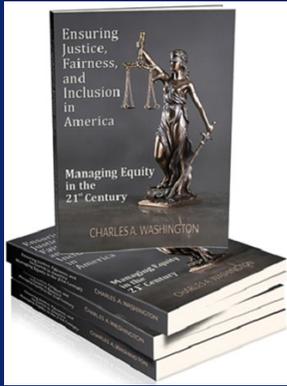
= **EM-P**

## The Equity Management-Plato Strategic Plan

### Creating A Better America and A Better World

- Fixing Broken Social, Political, and Economic Systems
- Creating Just, Fair, and Inclusive Societies
- Creating A More Equitable “New Normal” in the Wake of COVID-19
- Saving Liberal Democracy in America and Worldwide

Creating One Vision and Empowering One Future



**ENSURING JUSTICE, FAIRNESS, AND INCLUSION IN AMERICA: MANAGING EQUITY IN THE 21ST CENTURY**

The book entitled *Ensuring Justice, Fairness, and Inclusion in America: Managing Equity in the 21<sup>st</sup> Century* outlines a detailed plan for creating “Equity Management-Plato (EM-P). The two concepts that make up EM-P are designed to do the following:

- Equity Management – Equity Management (EM) is a ground-breaking management system made up of an interrelated set of novel concepts, methods, and tools. EM is designed to facilitate the creation and maintenance of just, fair, and inclusive societies. The plan for developing EM-P uses the political philosophy of John Rawls (see "Justice as Fairness"), the social and economic morality of Dr. Martin Luther King, Jr., and the judicial principle called "strict scrutiny."
- Plato Management Information System—is designed to ensure that those transactions are just, fair, and inclusive according to the requirements of EM. Plato is designed to help monitor and manage sectoral operations in real-time and help correct problems found, make victims whole, and to fashion policy solutions that can mitigate the likelihood of the problem's recurrence.

Proceeds from book sales will be used to help fund strategic plan implementation.

The Equity Management-Plato Strategic Plan contains a reading guide and six white papers that show how to create a “better America” and a “better world” by implementing the EM-P concepts, explained in the book, worldwide. The titles of the reading guide and the white papers are as follows:

- “Ensuring Justice, Fairness, and Inclusion in America: Managing Equity in the 21<sup>st</sup> Century (2,000-plus word summary)”
- “Ensuring Justice, Fairness, and Inclusion in America: Managing Equity in the 21<sup>st</sup> Century (Introduction)”
- “Equity Management and the Plato Management Information System”
- “The International Democracy Project (Proposal)”
- “Continuity in the Symbolism in Washington & Associates, Inc.’s Tagline, Slogan, “Equity Management-Plato” Logos and Its Promotional Gear”
- “EM-P: Promoting Positive Populism is The Only Way to Save Liberal Democracy in America and Worldwide”
- “EM-P: Creating A More Equitable “New Normal” in the Wake of COVID-19”

W&A is selling market promotional gear that is designed to advertise W&A’s process, products, and the company itself. The logo that will be used most prevalently on W&A’s promotional gear will be the E Pluribus Unum Logo. The E Pluribus Unum “One” is the logo for Equity Management. This is so because E Pluribus Unum is the ultimate objective of Equity Management. The E Pluribus Unum Logo, as shown below is a collection of diverse, yet, colorless visages (faces) assembled into an Arabic number one (“1”). Among the types of promotional that the E Pluribus Unum Logo will be used on are the following: 1. Tee Shirts, 2. coffee mugs, 3. hoodies (pullover), 4. sweat-shirts, 5. throw pillows, 6. tote bags, 7. wall art, 8. back packs, 9. swimwear, and 10. body suits. All hats will use the “EM-P Logo.” Proceeds from the sale of the promotional gear will be used to help fund strategic plan implementation.

There is a EM-P related social media presence on Facebook and Twitter. There is an EM-P Blog on the W&A website which tracks EM-P-related news. In keeping with the social distancing requirements associated with the global COVID-19 pandemic, for the foreseeable future, W&A will offer EM-P training, collaboration, coordination, etc. via video conferencing. This Equity Management-Plato Strategic Plan brochure is available on the white paper page on the W&A website.

E Pluribus Unum Logo

Plato in the Atom Logo



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= EM-P

Equity Management

**IMPLEMENTING THE EQUITY MANAGEMENT-PLATO STRATEGIC PLAN WORLD-WIDE**



EM-PROMOTIONAL GEAR



EM-P SOCIAL MEDIA AND OTHER STUFF

## THE MAJOR OBJECTIVES OF EM-P

The strategic objective of the Equity Management-Plato Strategic Plan is “creating a better America and a better world.” The tactical objectives are as follows:

- Fixing broken social, political, and economic systems
- Creating just, fair, and inclusive societies
- Creating a more equitable “new normal” in the wake of COVID-19
- Saving liberal democracy in America and worldwide

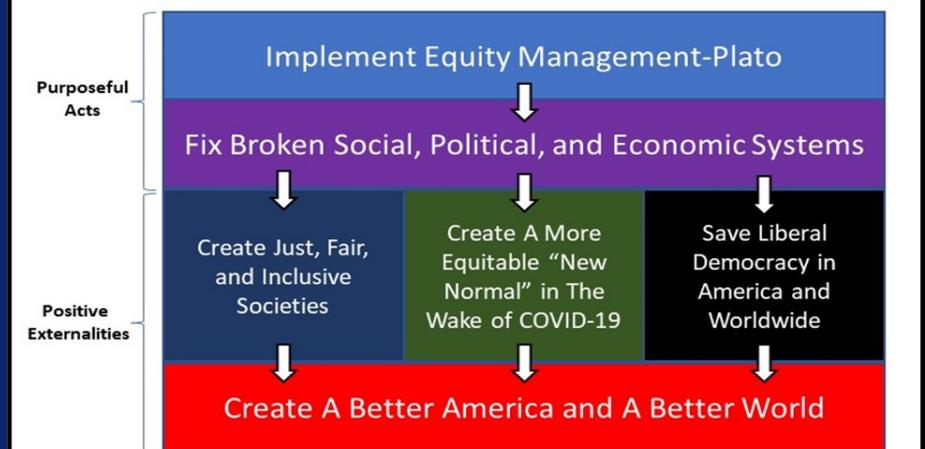
By implementing Equity Management-Plato, broken social, political, and economic system are fixed. By fixing broken social, political, and economic systems, just, fair, and inclusive societies are created; a more equitable new normal in the wake of COVID-19 is created; and liberal democracy is saved in America and worldwide. The creation of just, fair, and inclusive societies; the creation of a more equitable new normal in the wake of COVID-19; and saving liberal democracy in America and worldwide will create a better America and a better world. Implementing Equity Management-Plato to fix broken social, political, and economic systems are purposeful acts; the others are positive externalities.

## EM-P: POST COVID-19 NEW NORMAL

The coronavirus and the disease it causes, COVID-19, has resulted in a pandemic that is ravaging countries around the world. The mounting infection and death rates have necessitated shelter-in-place orders, which have crippled economies worldwide. Theoretically, COVID-19 is an equal opportunity assailant. In the real world, the propensity to contract COVID-19 and die from it is positively correlated with inequality. No one is genuinely responsible for COVID-19. It is a natural occurrence, and we will put it behind us. However, we purposively created inequality to advantage some and disadvantage others (minorities and the poor). When COVID-19 is under control or gone, inequality could still be with us for the next pandemic to exploit unless we choose to dismantle the “machinery of inequality.” EM-P is purpose-designed to dismantle that machinery and to create just, fair and inclusive societies (a “new normal”).

## Creating A Better America and A Better World

### The Benefits of Equity Management-Plato (EM-P)



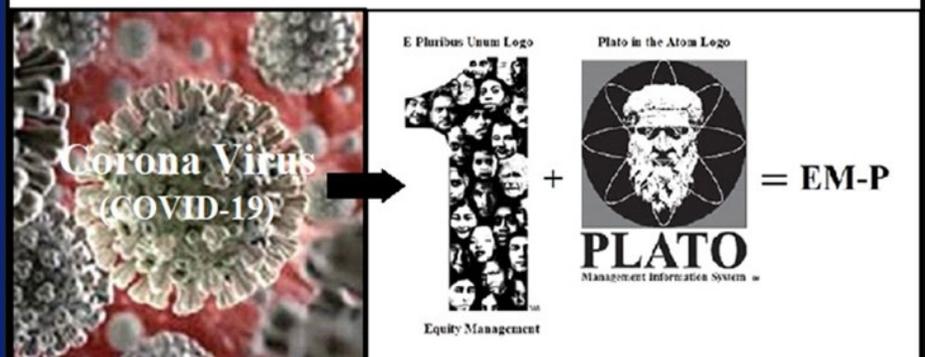
## THE STRATEGIC AND TACTICAL OBJECTIVES OF EQUITY MANAGEMENT-PLATO

Creating a better America and a better world

- Fixing broken social. political. and economic systems
- Creating just, fair, and inclusive societies
- Creating a more equitable post-COVID-19 “ new normal”
- Saving liberal democracy in America and worldwide

## Defining A Post COVID-19 "New Normal"

### Creating Just, Fair, and Inclusive Societies



## CREATING A MORE EQUITABLE POST COVID-19 “NEW NORMAL”

- Implement Equity Management-Plato
- Fix broken social, political, and economic systems
- Create a more equitable post COVID-19 new normal
- Create a better America



Washington & Associates, Inc.

Creating One Vision and Empowering One Future ™

## WASHINGTON & ASSOCIATES, INC.

P.O. Box 391055

Solon, Ohio 44139

216-798-0607 ph

[www.washington-associates.com](http://www.washington-associates.com)

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