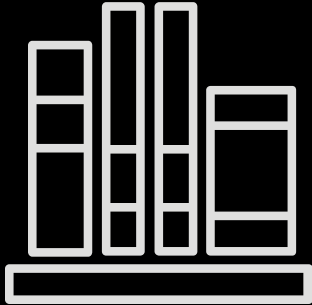


Dr. Shawn M. Nicholson

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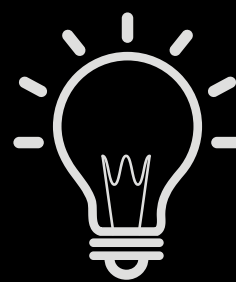


BUSINESSES & NON-PROFIT ORGANIZATIONS

While the topic of diversity and inclusion (DEI) isn't new, 2020 was a wake-up call for businesses, organizations both for-profits and non-profit to reexamine their DEI initiatives. Advancing workplace diversity is more important today than ever before.

INNOVATIVE THINKING

Businesses and organizations must evolve or risk a shrinking candidate pool, reduced market share, and ultimately, lost profitability, which is not a sustainable model for longevity and productivity.



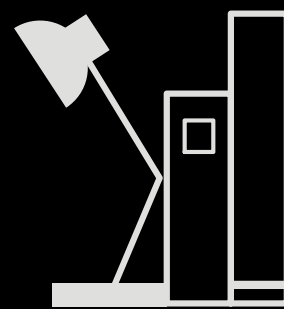
CUSTOMER SUPPORT MANAGEMENT



Starting from the "C" suite and ending with the volunteer. Having the hard but necessary conversations is essential. Not for the sake of checking the boxes but deliberate intentionality.

QUARTERLY/ TRAINING

Diversity and inclusion are two interconnected concepts—but they are far from interchangeable. Diversity is about representation or the make-up of an entity. Inclusion is about how well the contributions, presence, and perspectives of different groups of people are valued and integrated into an environment.



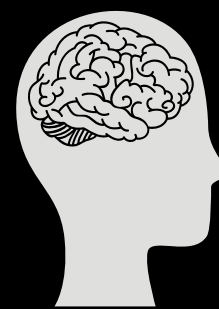
CULTURAL CONDITIONING



Cultural conditioning is a process through which we absorb and interpret the influences, norms, and messaging from our environment and translate them into what we believe to be acceptable behaviors. Each of us operates within an environment that consists of many types of cultures and subcultures, some of which overlap. Understanding Unconscience Bias exists.

GROWTH MINDSET

Having a growth mindset (the belief that you are in control of your ability, and can learn and improve) is the key to success. Yes, hard work, effort, and persistence are all important, but not as important as having that underlying belief that you are in control of your destiny.



What are you waiting for? Now is the Time!