



DIVERSE RISING *Leaders* ACADEMY



2024

Brochure Contents

- | | |
|---------------------------|----------------------|
| 2 An Authentic Commitment | 6 ROI & How It Works |
| 3 The Problem | 7 Programs & Pricing |
| 4 The Numbers | 8 Program Details |
| 5 The Solution | 9 Sample Agenda |
| | 10 Faculty |



INDIVIDUAL AND GROUP COACHING FOR DIVERSE RISING LEADERS READY FOR THE NEXT LEVEL

Research shows women and people of color are underutilized in corporate America. They feel excluded and often sense they won't get a "fair shake" when it comes to evaluation, professional development and promotion. Sensing a lack of equity and an absence of inclusion, these valuable employees often leave organizations making it impossible to meet business, growth or DEI objectives.

We developed the Diverse Rising Leaders Academy to fill this gap.

Authentic Commitment

Send a loud and clear message showing your authentic commitment to DEI by sponsoring diverse rising leaders and investing in your diverse employees.

That investment will reap a harvest of:

- A greater sense of equity + belonging for all
- Lower diversity attrition
- A robust pipeline of diverse leaders
- Increased visibility and credibility for candidates looking to join you

Who

Women, employees of color, and other "diverse" or underrepresented employees with 7-15 years of experience.

What

Communication & negotiation skills, career mapping, mental health, burnout & resilience, defining your value, conflict resolution skills, knowing the business of your business and more!

Format

In-person, live Zoom meetings, or hybrid meetings.

Additional video and written content, community support, opportunities for self-reflection.

Faculty

Patti Perez, workplace transformation author and speaker on a mission to shift how we relate to one another at work.

(More about Patti below.)

WE *understand* THE PROBLEM



DIVERSITY DWINDLE

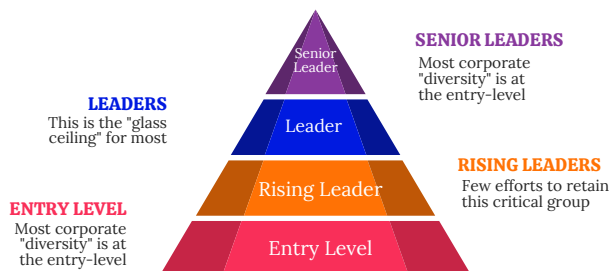
The higher up the corporate ladder, the **fewer diverse voices**.

Too often, DEI efforts center on leaders rather than on diverse employees. Efforts we know spell success - like mentoring, succession planning, and career development for mid-career diverse employees - are commonly ignored.

This leads to two results:

1 Most organizations lack diversity in their leadership.

Even organizations with diverse employee populations see that representation dwindles at the leadership level.



2 The attrition rate for diverse employees, particularly for women (especially for women of color), is a huge concern.

Diverse employees often leave organizations in numbers equal to recruitment numbers – meaning no net gains in representation, no clear pathway upward for diverse employees, and no pipeline from which the company can draw for promotion into leadership and senior leadership.

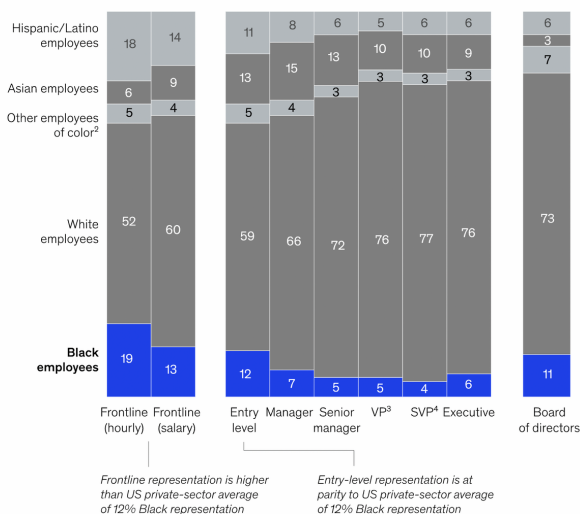


RESEARCH BY THE *numbers*

Two studies by McKinsey illustrate the problem with a leaky (or sometimes non-existent) pipeline, which results in larger representation of women and BIPOC at the entry-level, and a steep fall-off in diversity as you go up the organizational chart. The problem is particularly bleak for women of color.

Black employees in participating companies are overrepresented in frontline and entry-level jobs.

Representation by level, by race,¹ % of employees



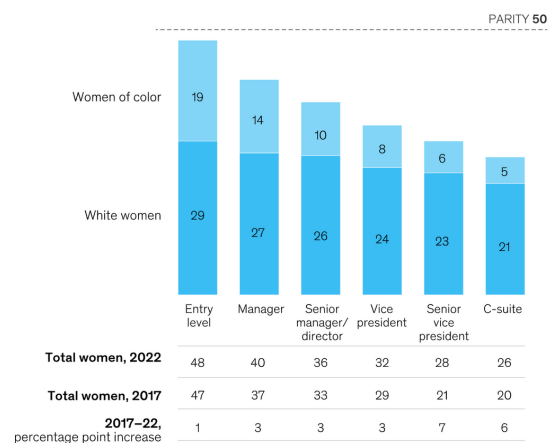
¹June 2020 snapshot, aggregated data across 23 companies. ²Other employees of color include Native Hawaiian or Pacific Islander, Indigenous (eg, Aboriginal, First Nation, Native American), and people who identify as two or more races. ³Vice president. ⁴Senior vice president.

Source: Participating company data set; Race in the Workplace report, 2021; McKinsey analysis (more explanation of analysis methodology discussed in the Technical Appendix); average representation calculated as an unweighted average of representation by demographic group at participating companies

[Source](#)

Despite modest progress, women are still dramatically underrepresented in leadership roles.

Representation for women, by corporate role and race, 2022, % of employees



Note: Total percent of women per level in the race and gender chart may not sum to overall corporate pipeline totals, as the race and gender chart does not include employees with unreported race data.

Source: Women in the Workplace 2022, LeanIn.Org and McKinsey, 2022

McKinsey
& Company

[Source](#)

WE'VE DEVELOPED THE *solution*

We've developed a comprehensive curriculum to address these specific corporate pain points, including:



Sharpening Skills

1

Diverse leaders shine by finding and using their voice, communicating precisely and persuasively, learning to navigate workplace conflict and developing their personal brands.

Leadership Mentoring

2

Diverse leaders learn the business of their businesses, and learning to be change agents within their organizations to increase the likelihood that DEI programs will flourish.

Holistic Well-being

3

Diverse leaders know and implement practical principles that incorporate work-life endurance, strengthens resilience and prevents burnout and attrition.



Organizational ROI

Send a loud and clear message showing your **authentic commitment to DEI**. By sponsoring your diverse rising leaders you solidify your commitment to investing in your diverse employees. That investment will reap a harvest of:

- A greater sense of equity + belonging for all
- Lower diversity attrition
- A robust pipeline of diverse leaders
- Increased visibility and credibility for candidates looking to join you

HOW IT Works

This program combines the benefits of **Leadership Coaching + Skills Training + Community Networking & Support**

Our **6-9 month** programs include:

LIVE & VIRTUAL

Participants can join us no matter where they live or work. Most organizations opt to have at least one session in person, and most sessions conducted live via zoom. The live calls (90 minutes) are recorded and shared only within the group. The cadence (once/month) allows for consistency but prevents overwhelm.

PRACTICAL & ACTIONABLE RESULTS

By the end of the program, participants will be ready to share their unique value, navigate their way to promotion and success, and have the tools needed to communicate effectively.

COMMUNITY-FOCUSED

The isolation of being the only (or one of a few) diverse rising leaders takes its toll. This program introduces participants to a community of like-minded professionals, with similar stories of triumph and struggle, who they can rely on for kinship, and who will become key members of their professional network.



PROGRAMS & Pricing

Innovator

**\$2,000
per leader**

- ✓ Two one-hour, individual executive coaching sessions with each participant
- ✓ Six group sessions (1.5 hours each) in person, virtual, or hybrid
- ✓ Additional/bonus material (videos, workbooks, articles, discussion/reflection questions) and access to community

Pathfinder

**\$2,750
per leader**

- ✓ Three one-hour, individual executive coaching sessions with each participant
- ✓ Six group sessions (1.5 hours each) in person, virtual, or hybrid
- ✓ Bonus open Q&A group session (1.5 hours)
- ✓ Additional/bonus material (videos, workbooks, articles, discussion/reflection questions) and access to community

Trailblazer

**\$3,300
per leader**

- ✓ Four one-hour, individual executive coaching sessions with each participant
- ✓ Eight group sessions (1.5 hours each) in person, virtual, or hybrid
- ✓ Group sessions can be conducting in six months, or spread out over 8-9 months
- ✓ Bonus open Q&A group session (1.5 hours)
- ✓ Additional/bonus material (videos, workbooks, articles, discussion/reflection questions) and access to community



PROGRAM *Details*

All packages include the following:

- Up to **12 participants**
- Opportunity to take the **Strength Deployment Inventory (SDI 2.0)** assessment, and full access to platform with resources related to assessment results (cost of assessment included in above pricing)
- **Fully customizable content** selected from a menu of topic options
- Assistance with program implementation, including:
 - Establishing **participant profile** (which demographic group(s) to include, experience level for participation, range of titles, etc.)
 - How to establish a **selection process** (nomination by supervisors, self-nomination, nomination through affinity networks/ERGs, etc.)
- Additional material and resources
 - **Workbooks, articles, and other resources** for participants to view and work through in between sessions
 - Access to **guest speakers** to cover specific topics of interest for your industry (or a session with internal organizational speakers to address specific issues related to your company)
- **Regular check-ins** as well as **post-program report** with a presentation of overall impressions and recommendations (no specific information from individual or group meeting is disclosed to encourage open communication with participants).

SAMPLE Agenda



1 Identifying and Communicating Your Unique Value

Communicating clearly about the unique skills, background, and experience you bring to the table is vital to promotion, development, and success.

3 Leadership Acceleration: Honing Your Skills

Cutting-edge leadership skills plus emotional intelligence, precise and persuasive communication, listening skills, networking, and more.

5 Influencing Systemic Change

Becoming a systemic change agent means we will make changes to underlying structures so that we can see real DEI progress.

2 You, Inc.: Accentuate Your Strengths, Avoid Pitfalls

Deep dive into personal branding and potential roadblocks to success (perfectionism, setting boundaries, the "imposter syndrome," etc.)

4 Knowing the Business of Your Business

Honing skills to succeed in a specific role is not enough - leaders must also gain a deep understanding of their organizational business model, plus financial, and operational issues.

6 Putting it All Together

Participants will have an opportunity to review topics already discussed, or learn about additional skills they need to get them to the next level of leadership.

Additional Topics To Choose From

Participants complete the Strength Deployment Inventory (SDI 2.0) assessment and meet for either one or two one-on-one executive coaching meetings with faculty. Agendas are fully customizable to cover a range of topics based on organizational and group need. Additional meeting topics include: Conflict Management, Career Pathing, Negotiation Skills, Individual or Group Capstone Project, Managing Change, Finding/Becoming a Mentor/Sponsor, In-house Panel Discussion, Privilege, Microaggressions, and Bias

Faculty

PATTI PEREZ

CHIEF DRAMA SLAYER
AUTHOR, THE DRAMA-FREE WORKPLACE

Patti Perez is founder and CEO of PersuasionPoint, a modern-day consulting firm dedicated to teaching leaders and teams how to create and sustain healthy, inclusive and profitable workplace cultures.



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THE BOOK

Patti is the author of the best-selling, award winning book, *The Drama-Free Workplace: How You Can Prevent Unconscious Bias, Sexual Harassment, Ethics Lapses, and Inspire a Healthy Culture* (Wiley 2019).

The Drama-Free Workplace is a one-of a-kind, informative resource that explains what it takes to build and sustain an equitable, inclusive and healthy workplace culture.

WORK AT PERSUASIONPOINT

Workshops: Leadership and team workshops incorporating drama-free principles (in-person and virtual)

Diversity + Inclusion + Belonging: Work with teams, individuals, ERGs to create authentic programs to eliminate bias, incorporate inclusion, belonging and equity

Executive Coaching: Improving relationship intelligence (RQ)

Consulting: Step-by-step guide to creating and sustaining a Culture of Encounter

Keynotes: Present at industry conference and for corporate clients (in-person and virtual)

GUIDING PHILOSOPHY

Patti is a culture transformation expert, an international speaker, an award-winning, best-selling author, and a sought-after leadership coach and consultant. She is on a mission to transform workplace culture. She is passionate about and committed to helping organizations realize the vision of a workplace where employees are inspired to innovate, where leaders make courageous decisions and create a sense of deep trust, and where colleagues are aligned and profoundly connected. She calls this a **CULTURE OF ENCOUNTER**.

EXPERIENCE AND EXPERTISE

Patti combines her experience as a licensed California attorney, a professionally-certified HR executive, a tech company leader, a specialist in the prevention and resolution of workplace drama, an expert witness in state and federal court, a state regulator and as an entrepreneur to create a revolutionary shift in the way we communicate and connect at work.

- Conducted in excess of 1200 workplace investigations
- Shareholder at premier international labor & employment law firm
- Appointed by two California governors to serve on the Fair Employment and Housing Council, where she authored numerous employment law regulations
- National and global perspective: has worked in nearly all 50 states, Latin America and Asia
- Native of El Salvador; fully bilingual and bicultural

EDUCATION

UCLA and the UCLA School of Law

Juris Doctorate, 1992

B.A., English Literature, 1989

Member of the California State Bar since 1992; SPHR certified