

## DIVERSITY, EQUITY, AND INCLUSION

### A moment in time or a movement?

*Do you know the 4 key elements of a successful DEI strategy?*

*Do you know the 3 pitfalls that can lead to a failed strategy?*

*Do you know how to translate a DEI strategy to a successful business strategy?*

*Join our subject matter experts and learn how to make a true cultural change in your company and the business case for doing so.*



**RESERVE YOUR FREE SEAT TO THIS IMPORTANT AND VALUABLE DISCUSSION!**

**Wednesday, April 21<sup>st</sup> from 12-1pm**

Register online [here](#) or email [info@pearcoresolutions.com](mailto:info@pearcoresolutions.com).

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***Are we experiencing a moment or a movement?*** Is 2021 the year that a diversity, equity, and inclusion (DEI) mindset takes hold in our workplaces or will companies “check the box” with one-off trainings and no follow through? Join the discussion with our panel of experts and find out how implementing an effective DEI strategy and putting in place a sustainable culture of DEI is not just a cultural imperative but it makes good business sense!

#### **Our panel includes:**

- **Philip Berry, President, [Philip Berry and Associates LLC](#).** Philip brings a uniquely in-depth perspective to cross-cultural talent development, diversity and inclusion, executive coaching, and personal branding. His work with in over 60 countries has enabled individuals, teams, and companies to transition to higher and higher levels of impact. Through a career in senior positions at Colgate Palmolive, the Clinton Foundation, Procter & Gamble, Digital Equipment Corporation, and the Triborough Bridge and Tunnel Authority, Philip understands the critical importance of workplace efficiency and satisfaction in executing a company’s strategic goals. A prolific speaker and writer, Philip communicates strategies that help businesses and non-profits maximize efficiency and effectiveness. Philip is also the author of “Being Better Than You Believe: 8 Steps to Ultimate Success,” a guide for organizations and individuals to achieve greater productivity, satisfaction, and success through thoughtful action steps.
- **Barbara Johnson, Founder of [BJJohnsonLaw, PLLC](#) and Counsel with [Potter & Murdock, PC](#).** Barbara has over 30 years of experience in representing a wide array of employers on the full gamut of workplace issues, including discrimination and wage and hour matters. Barbara also provides counsel to organizations on diversity, equity, and inclusion (DEI) programs and provides guidance to employers on how to create cultures that remove barriers to DEI and that maximize human capital.
- **Dave Freedman, VP HR and Organizational Development of [PEAR Core Solutions](#).** Dave provides HR Management Consulting and Outsourcing to clients in all industries as well as sizes. Examples of his wide-ranging experiences include outsourced HR management, workplace investigations, harassment training, employee handbooks, performance management systems, engagement and culture surveys, and multi-rater feedback processes. The PEAR Core Solutions team has been helping organizations with workplace challenges since 2003.

**This is a webinar you won’t want to miss. Seats are free but limited, so reserve yours today!**

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