

# The workforce has changed. Is your organization prepared to attract and retain under-represented employees and customers?



## Bernadette Smith

Diversity, Equity, Inclusion, and Belonging Speaker  
Bestselling Author, *Inclusive 360*

Looking for a fresh and non-judgmental approach to diversity, equity, and inclusion?

Want to infuse your event with a spark plug of energy that will leave your audience feeling self-aware, engaged, and motivated to take action?

Bernadette's practical and playful talks on inclusive leadership put audiences at ease with sensitive topics, while still challenging the status quo and moving the needle on your critical diversity initiatives.

For over 10 years, Bernadette has spoken to thousands of enthusiastic business leaders and her expertise has been sought after by the New York Times, the Washington Post, and Fast Company. She's appeared on the Today Show, the BBC, National Public Radio, CNN and more. She's been named a Notable LGBTQ Executive by Crain's Chicago Business. And her 4th book, *Inclusive 360: Proven Solutions for an Equitable Organization* was an instant bestseller.



## BERNADETTE'S MOST POPULAR TALKS

Presentations are offered virtually or in-person. Contact us to discuss these topics or learn more about how Bernadette can tailor her content to your group.

### More Than Words: Strategies for Inclusive Growth

There's a ton of data that tells us that diversity brings greater profitability to organizations. Is your organization reaping those rewards of diversity?

This high energy, engaging keynote session will introduce you to PSA – a proven formula for expanding the reach of your DEI initiatives, to help your organization become Inclusive 360.

- Best suited for leaders who want to accelerate their DEI progress, have heard that diversity is important, but need guidance on what they can do about it
- Provides key systemic changes to advance DEI that you can implement today

## Voices Carry: The ARC of Inclusive Leadership

True diversity encompasses every individual, regardless of their background or beliefs. However, the challenge arises when we unintentionally allow assumptions to dictate our interactions. These unchecked assumptions can create barriers to authentic connections, and negatively impact team cohesion, customer relationships, and even retention rates.

The essence of inclusive leadership lies in the ability to foster understanding and bridge gaps, transforming assumptions into insightful dialogues. Bernadette's ARC Method® will help you do just that to create a culture of belonging within your organization.

- Introduces the ARC Method®, a powerful, memorable tool to connect across differences.
- Great for Individual contributors and leaders and aspiring allies of all levels.



### WHAT THEY SAY

"Bernadette was awesome! **Loved her speaking style**, examples, and ability to keep everyone's attention. A **heartfelt, engaging, and powerful conversation** that I continue to think about."

Steve Smith, Association Management Center

"Bernadette is **a spark plug of energy and ideas**. I wish I could hear her every week."

Graysen B., Constellation Brands

"Bernadette is the **leader to listen to when you're intimidated by diversity**."

Rubén Ramírez, Head Diversity and Inclusion, Syngenta Group

### To Book Bernadette...

Contact Rita Mays (Business Manager)

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[www.BernadetteSmith.com](http://www.BernadetteSmith.com)