

SAN FRANCISCO LAUNCH EVENT



Global Diversity & Inclusion Benchmarks

"WE'VE LEARNED WHAT WORKS!"

WEDNESDAY, APRIL 12, 2017

LinkedIn Offices • 222 Second Street • San Francisco

**Please Post About
Us on Social Media**

*please post responsibly**



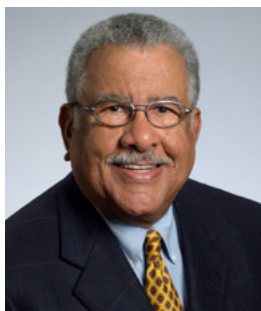
@TheGDIB

**#theGDIB #diversity
#inclusion #standards**

**ask permission from photo subject before posting*

GDIB VANGUARD AWARD

Vanguard: those leading the way in new developments, ideas, actions, movements



PRICE M. COBBS, MD.

An internationally recognized psychiatrist and management consultant, Dr. Cobbs founded Pacific Management Systems in 1967. He consults with organizations on leadership, executive development and diversity strategies. His clients include PepsiCo, Procter and Gamble, Apple, Walmart U.S.A., Lockheed, and the Commission on Civil Rights.

Dr. Cobbs is an innovator in creating new ways to look at what we now call Diversity and Inclusion. His intellect has fueled conceptual frameworks that have guided the field in its evolutionary journey.

He has mentored and counseled—sometimes behind the scenes—many who are now CEOs of major organizations, leaders, and professionals in diversity and inclusion. He is an Expert Panelist for the GDIB, Global Diversity & Inclusion Benchmarks.

A Few of His Vanguard Achievements:

- Developer of Ethnotherapy, a clinical model of structured dialogue capable of changing attitudes and assumptions arising from racial, ethnic and value differences.
- Recipient of the Pathfinder Award from the Association for Humanistic Psychology for his exemplary contributions to the development of healthy self-identity and self-determination among African Americans and others who have been excluded from the idealized American image.
- Founding member of the African American Leadership Institute Anderson School of Business at UCLA and of The Diversity Collegium, a global think tank of diversity practitioners.
- Emeritus Council Member of the Executive Leadership Council (ELC), the preeminent membership organization committed to increasing the number of global black executives in C-Suites, on corporate boards and in global enterprises.
- Keynote speaker: First ever Diversity Conference in Johannesburg, South Africa and inaugural Diversity Symposium in Tokyo, Japan.

Books:

- ***Black Rage*** and ***The Jesus Bag*** both co-authored with William Greer provides ground breaking insight into the dynamics of being black in white America.
- ***Cracking the Corporate Code*** coauthored with Judith L. Turnock based on 32 interviews with black executives from the ELC.
- ***My American Life: From Rage to Entitlement*** offers a clear-sighted overview of the black experience in America during the last seventy-five years, and suggests that there is still far to go in the struggle for equality among people of all ethnicities and colors.

SPEAKERS

Introduction



**Amy Borsetti, Global Director, Sales Readiness,
LinkedIn**

Amy Borsetti leads LinkedIn's Global Sales Readiness team, responsible for setting the strategy to help sales talent transform their capabilities and behavior. She is incredibly passionate about diversity, inclusion & belonging, and believes deeply that having diverse teams is at the core of a winning strategy.

www.linkedin.com/in/aborsetti/



**Sidalia G. Reel, Ed.D., Director, Staff Initiatives,
University of California, Berkeley**

A GDIB Expert Panelist, Dr. Sid Reel is Director of Staff Diversity Initiatives, UC Berkeley's Equity & Inclusion Division where she leads campus D&I efforts for 9,000 staff. Previously, she led the Global Diversity organization at HP, co-authored "The Diversity Calling: Building Community One Story at a Time", and belongs to the Diversity Collegium.

sreel@berkeley.edu www.linkedin.com/in/sidreel



**Julie O'Mara, Co-Author,
Global Diversity & Inclusion Benchmarks**

Julie O'Mara, GDIB Co-Author is president of O'Mara and Associates, an organization development consulting firm, specializing in leadership and managing D&I. The recipient of several awards and recognized as a pioneer in D&I, she is an author active in several diversity organizations striving to advance D&I.

www.omaraassoc.com <http://www.linkedin.com/in/julie-o-mara-a47355b>



**Kay Iwata,
K. Iwata Associates, Inc.**

Ms. Iwata is an internationally recognized D&I leadership and management consultant, researcher and author. Her approach is strategic and action orientated. Ms. Iwata has consulted in the UK, Japan, China and Latin America. Her clients include Sodexo, Walmart, Genentech, Sacramento Kings, County of Alameda, Texas A&M and California State University.

www.kiwata.com www.linkedin.com/in/kay-iwata-8b5b5b1/

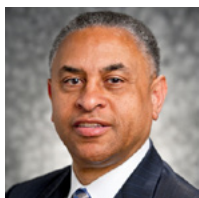
Keynote Panelists



**Dr. JuanCarlos Arauz, Founding Executive Director,
E3: Education, Excellence & Equity**

Dr. JuanCarlos has mastered the art of addressing the delicate topics of 21st century education, immigration, and Black/Brown male youth development. He translates these issues so that they are relevant to participants by providing a rare expertise through his lived experience as an immigrant of color and learned experience through his academic research.

www.e3educate.org www.linkedin.com/pub/juancarlos-arauz-ed-d/0/a90/80/



**Erby L. Foster, Jr., Director—Diversity & Inclusion,
The Clorox Company**

Erby Foster leads Diversity & Inclusion for Clorox, advising management and the board on diversity strategy, employment branding, external partnerships, and ERGs. He holds a business degree from University of Southern California and has expertise in finance. He has served on several nonprofit boards and received awards from Ascend, Out & Equal, NABA, and Clorox.

erby.foster@clorox.com www.linkedin.com/in/erby-foster-bb754



**Sandy Hoffman, Director, Diversity, Inclusion, and Belonging
LinkedIn**

Sandy Hoffman joined LinkedIn in November 2014 to lead its Diversity, Inclusion, and Belonging team, responsible for building a strategy to help realize LinkedIn's vision to create economic opportunity for every member of the global workforce. She is promoting thought leadership across LinkedIn's talent strategy, enabling employee engagement and creating a sense of belonging for every employee and member.

<http://www.linkedin.com/in/hoffmansandy/>



**Juan T. Lopez, President,
Amistad Associates**

As CEO of Amistad Associates, Juan T. Lopez offers strategic insight on diversity management, organizational change, leadership development and innovation. He is the primary consultant for Johnson and Johnson's Global Multicultural Leadership Program and is a Co-author of: The Diversity Calling: Building Community One Story at a Time.

www.amistadassociates.wordpress.com www.linkedin.com/in/juan-lopez-aa2b221

Break-Out Discussions



**Bonita Banducci,
Santa Clara University, School of Engineering**

Bonita Banducci developed the Gender Competence framework from her entrepreneurial experience and research in Silicon Valley tech companies, government agencies, and nonprofit organizations. She teaches Gender and Engineering in Santa Clara University's School of Engineering Graduate Program. She presented Realize 50/50 for the 2017 UN Women NGO Forum.

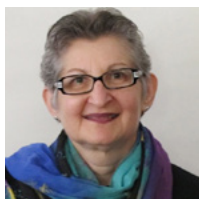
www.genderwork.com www.linkedin.com/in/bonitabanducci/



**Lorelei Carobolante, President & CEO
G2nd Systems**

Lorelei Carobolante, Global MBA, GPHR, SHRM-SCP, leads G2nd Systems, specializing in technology-enhanced instructional design, learning systems, and communication consulting. Passionate about enabling people interaction, she is a recognized global HR subject matter expert. An ISO Registered Expert for TC/260 HRM and Assistant Chair for its U.S. Technical Advisory Group; she has received several global diversity awards.

www.G2nd.com www.linkedin.com/in/loirelei-carobolante-mba-gphr-scp-shrm-scp-513951/



**Roesia Gerstein, Supplier Diversity Program Manager,
University of California, Berkeley & San Francisco**

Roesia Gerstein is Supplier Diversity Program Manager, University of California campuses at Berkeley/San Francisco. Responsibilities: inreach to campus units, outreach, website content management, Small Business Subcontracting Plans. Recently appointed as the UC San Francisco representative to the newly formed Sustainable Procurement Working Group for the ten UC campuses.

rgerst@berkeley.edu www.linkedin.com/in/roesia-gerstein-5a38a6/



**Simma Lieberman, The Inclusionist, Principal,
Simma Lieberman Associates**

Simma Lieberman creates inclusive cultures where people love to do their best work. Last month, The World HRD Congress presented her with the Global Diversity Leadership Award for her work in Diversity and Inclusion for over 20 years. Her clients include large corporations, small businesses, non-profits and government agencies.

www.simmalieberman.com www.linkedin.com/in/simmalieberman



**Annie-Rose London, Executive Director,
Berrett-Koehler Foundation**

Annie-Rose London draws together the fields of sustainable design, community arts, and social justice through education, ritual, coaching and non-profit management. She is Executive Director, Berrett-Koehler Foundation, an intergenerational leadership non-profit founded by Berrett-Koehler Publishers. Annie-Rose works with organizations throughout North America to develop empowering leadership growth and effective organizational structure.

annieroselondon@bkfoundation.org www.linkedin.com/in/annie-rose-london-50054936/



**Mercedes E. Martin, EVP,
Ashton212 Business Transformation & Innovation Practice**

As a global business consultant, Mercedes Martin knows that advancing the latest model, theory, or buzz words, without exploring the deeper personal and business context in which they've arisen, inhibits transformation. Before joining Ashton212 Mercedes spent nearly ten years at Ernst & Young as a Talent Development and Organizational Change Consultant, and certified Executive Coach.

mercedes@ashton212.com www.linkedin.com/in/mercedes-martin-a198227



**Dr. Santalynda Marrero,
SM Consulting**

A coach, consultant, facilitator, and thought leader, Dr. Santalynda Marrero brings a depth and breadth of experience making her adept at leveraging talent of individuals and teams. Co-author of The Diversity Calling: Building Community One Story at a Time she makes diversity and intercultural work core in supporting leaders toward intentional inclusion and engagement.

www.drsantalynda.com www.linkedin.com/in/santalynda-marrero-ed-d-795539/



**Steven Piersanti, President,
Berrett-Koehler Publishers**

Steven Piersanti is president and publisher of Berrett-Koehler Publishers, Inc. The company, an award winning acclaimed independent publisher pursues its mission of "Connecting People and Ideas to Create a World That Works for All" by publishing groundbreaking books that promote positive change at all levels - individual, organizational, and societal.

www.bkconnection.com www.linkedin.com/in/steve-piersanti-60793742/



**Pastor Tommy E. Smith, Jr.,
Palma Ceia Baptist Church**

Tommy worked for 34 years at the Lawrence Livermore National Laboratory as a mechanical engineer and the Diversity Program Director. Tommy is the author of "In Spirit and in Truth - Rediscovering the Message of Jesus," contributed to a Diversity anthology, and is currently the Pastor of Palma Ceia Baptist Church.

http://palmaceiachurch.org/ www.linkedin.com/in/tommy-smith-22b0b54b/

PROGRAM

2:30 PM
Registration

3:15 PM
Welcome from LinkedIn

AMY BORSETTI, Global Director, Sales Readiness, LinkedIn

Greeting and Introductions

GDIB Expert Panelist, SIDALIA G. REEL, Ed.D., Director, Staff Diversity Initiatives, Office of the Vice Chancellor for Equity & Inclusion, University of California, Berkeley

“We’ve Learned What Works!” GDIB Overview

GDIB Co-Author, JULIE O’MARA

The GDIB Vanguard Award Presentation

To Dr. Price M. Cobbs. Presented by KAY IWATA.

Keynote Panel: D&I Best Practices:

DR. JUANCARLOS ARAUZ

Founding Executive Director of E3: Education, Excellence & Equity

ERBY L. FOSTER, JR.

Director—Diversity & Inclusion, The Clorox Company

SANDY HOFFMAN

Director, Global Inclusion, LinkedIn

JUAN T. LOPEZ

President, Amistad Associates

4:15 PM

Break-Out Discussions. Participate in three. Each 20 minutes.

***“Realize Planet 50/50: Brilliant Women and Great Men
in Partnership at Work”***

BONITA BANDUCCI

Santa Clara University, School of Engineering

***“Perceptions, Presumptions, Pithy Communication ...
How to Avoid Problematic Misinterpretation in Workplace English!”***

**LORELEI CAROBOLANTE, Global MBA, GPHR, SHRM-SCP,
President & CEO, G2nd Systems**

“Supplier Diversity: Not Just the Right Thing to Do!”

ROESIA GERSTEIN

Supplier Diversity Program Manager, University of California, Berkeley & San Francisco

**“Culturally Intelligent Conversations That Build Connections;
Building Global Relationships Through Story Sharing”**

SIMMA LIEBERMAN

The Inclusionist, Principal, Simma Lieberman Associates

“Let’s Play It Out - Playful Approaches To Serious Issues.”

ANNIE-ROSE LONDON

Executive Director, Berrett-Koehler Foundation

**“From Taking to Giving: Transforming Corporate Cultures and Economies by
Aligning Social Sustainability, Equity, and Inclusive Leadership Practice”**

MERCEDES E. MARTIN

EVP, Ashton212 Business Transformation and Innovation Practice

“Coaching for Intentionally Inclusive Leadership”

DR. SANTALYNDA MARRERO

SM Consulting

**“Practices and Structures to Create Real Inclusion in Workplaces:
Examples from a Pioneering Organization”**

STEVEN PIERSANTI

President, Berrett-Koehler Publishers

**“Promoting Dignity Through Affirming
Individual Value, Uniqueness, and Inherent Worth”**

PASTOR TOMMY E. SMITH, JR.

Palma Ceia Baptist Church

6:00 PM

Networking • Reception • Displays

8:00 PM

End

PLEASE SUPPORT OUR SPONSORS

Main Sponsors



We believe magic can happen when we create diverse teams in an inclusive work environment, where every person feels that they truly belong. Diversity is everything that makes us unique. We want a team that reflects the membership and the customers that we serve. Inclusion at LinkedIn means when people become part of our team, that we do everything in our power to ensure they are included and have a seat at the table.

<https://careers.linkedin.com/culture-and-values>



UC Berkeley's Division of Equity & Inclusion strives to create a campus where all Berkeley students, faculty, and staff feel respected, supported, and valued. We provide leadership and accountability to resolve systemic inequities experienced by marginalized groups through engaged research, teaching, and public service, and by expanding pathways for access and success through our collaborations with K-12 schools, community colleges, and external partners.

<http://diversity.berkeley.edu/>

Contributing Sponsor



Berrett-Koehler
Publishers

Headquartered in Oakland, California, Berrett-Koehler is an independent publisher, celebrating our 25th anniversary this year. We are dedicated to an ambitious mission: Connecting People and Ideas to Create a World That Works for All.

www.bkconnection.com

THANK YOU TO OUR SPONSORS

Promotional Sponsors



Being & Becoming
Coaching & Consultancy

Being & Becoming enables transformational change from the inside out for global leaders; enabling them to courageously lead and inspire high-performing teams.

www.beingnbecoming.com



D2K grows and sustains a collaborative, innovative, and global Diversity & Inclusion community, committed to manifesting emotional and cultural wisdom.

D2Kcircle@gmail.com



With audacity to believe we can create educational excellence with equity built-in and the naivety to be the catalyst, we envision a future where educators have the tools to identify the brilliance in all students.

www.e3educate.org/



This annual conference convenes in Minneapolis to engage people, advance ideas and ignite change around worldwide diversity, inclusion and equity. Our 30th Anniversary - April 10 to 12, 2018 offers opportunities to attend, present, exhibit, sponsor. Webinars held monthly.

www.stthomas.edu/workplaceforum



Berrett-Koehler Foundation creates rich social containers, cultivates authentic relationships and seeds collaborations for the sake of a world that works for all. We build individual and collective leadership for change-makers across sectors, generations, and identities.

www.bkfoundation.org



The Diversity Collegium

The Diversity Collegium is a think tank of practitioners, scholars, and thought leaders whose mission is to advance the field of Diversity and Inclusion through dialogues, symposia, research, and publications.

www.diversitycollegium.org



FIRST IMPRESSIONS MATTER
when you look good, you feel good!

Brenda Ferguson Hodges is an entrepreneur, speaker and author. She is the former Fortune 500 HR Director who helps women create a memorable first impression, at any age.

www.FirstImpressionsMatter.com



We promote effective communication across non-native and native English speakers by providing learning systems, instructional design, consulting and technology that enhances workforce communications. Our highest priority is to ameliorate communication gaps and enable inclusive communication across multiple cultures simultaneously.

www.G2nd.com

PLEASE SUPPORT OUR SPONSORS



Glass House Communications is a boutique public relations and brand marketing firm that specializes in facilitating inclusive diversity conversations and designing multi-cultural strategic communications plans for corporations. Y'Anad Burrell, Founder/CEO.

www.glasshousepr.com



Horizon Clinical Services provides comprehensive, patient-centered home health care services and compassionate end-of-life, hospice care to terminally ill patients. Horizon Clinical Services is committed to clinical excellence and seamless continuity of care. Serving the greater Bay Area.

www.hhcs.com



K. IWATA ASSOCIATES, INC.

K. Iwata Associates, Inc. is an internationally recognized Diversity & Inclusion and management consulting firm. KIA, Inc.'s approach is inclusive, collaborative, strategic and forward facing. The business case, values and systems approach action planning characterize its process.

www.kiwata.com



**NORTHERN CALIFORNIA
HUMAN RESOURCES ASSOCIATION**

As one of the largest HR associations, NCHRA has been advancing organizations since 1960. Delivering nearly 200 programs annually, we are dedicated to connecting HR professionals with resources, legal developments, quality service providers, and career-enriching networks.

www.nchra.org

mariposa : leadership

For 20 years, Mariposa Leadership has combined executive coaching and design thinking to support high-tech leaders to innovate with empathy, build high-performing teams, and inspire change in their organizations.

www.mariposaleadership.com



We organize various networking, business and community services events and programs. In addition, we publish a weekly curated newsletter of news, opportunities, and events.

www.meetup.com/onyx-black-professionals/

THANK YOU TO OUR SPONSORS



Pneumos is a management consulting firm specializing in cultural intelligence and leadership. Pneumos partners strategically with organizational leaders to cultivate innovative, creative, and adaptive environments where the cultural genius of everyone can be leveraged successfully.

www.pneumos.com/



Simma Lieberman
THE INCLUSIONIST

Simma Lieberman Associates helps leaders in organizations from small Start-ups to large Fortune 500 companies develop and implement diversity and inclusion strategies. Lieberman Associates has been in business for over 20 years.

www.SimmaLieberman.com



Strategenius works with schools and non-profits, nationally and globally, to diversify their candidate pools. We have a 27-year reputation and record of successful retention of our diverse candidates and specialize in cultivating communities of color.

www.strategenius.org



Santa Clara University

School of Engineering

Santa Clara University purposely develops leadership of Competence, Conscience and Compassion. The Engineering School Graduate Program fulfills this commitment through the Core Curriculum courses in Engineering and Society including Gender and Engineering and Frugal Engineering for the developing world.

www.genderwork.com/gender-and-engineering/



A coach, consultant, facilitator, and thought leader, Dr. Santalynda Marrero is adept at leveraging talent of individuals and teams. Co-author of *The Diversity Calling: Building Community One Story at a Time*—making this core to her work.

www.drsantalynda.com

Download the GDIB at:

diversitycollegium.org/globalbenchmarks.php



On this site you will find the 80-page GDIB, the permission agreement, various editions, press materials, user tools, activities, slide shows, and other information.

A special call-out to The Diversity Collegium, our sponsor for this site.

GDIB FACTS & FEATURES

- **FREE** downloadable, user-friendly, accessible 80-page booklet.
- 95 Expert Panelists—representing significant diversity in dimension, region, and experience—collaborated to develop.
- Four Primary Processes: Drive the Strategy, Align & Connect, Listen To & Serve Society, Attract & Retain People.
- 14 Concrete Actions on vision, leadership, structure, recruitment & development, benefits, compensation, learning, social responsibility, products & services, marketing, supplier diversity, assessment, communications, and sustainability.
- 266 Benchmarks. Average 19 per action in 5 levels: Best Practices, Progressive, Proactive, Reactive, Inactive
- Use it to set goals and measure progress.
- Agreed-upon definitions of diversity and inclusion; it crosses cultures and continents.
- 2016 Tenth Anniversary Edition builds on three previous editions.
- Usable for all sectors, industries, types, and sizes of organizations.
- Usable for various approaches to D&I: Competence, Compliance, Dignity, Organization Development, and Social Justice.
- Designed to help achieve two ultimate goals of D&I: Creating a Better World and Improving Organization Performance.
- Although use is free, permission must be obtained. It can be customized.
- Many user tools are available: assessment checklists, slides, handouts, tip sheets.
- In English and Portuguese. Spanish coming soon.
- ACPA Edition for Higher and Tertiary Education available.
- Usable without D&I expert consulting assistance.
- We are nonprofit and keep the GDIB free through donations. Please support us.

PHOTOS & VIDEO TAKEN AT TODAY'S EVENT

You will receive an email to access photos following this event.

Our photographer is Vanessa Williams of vwMemories

Vanessa.Williams20@gmail.com • 408-421-2755 • Photography & Book Design.

The video will be used for educational and promotional purposes of the GDIB. Our videographer is GDIB brand expert & designer, Shawndra Diaz, 1bigoops.com.

