

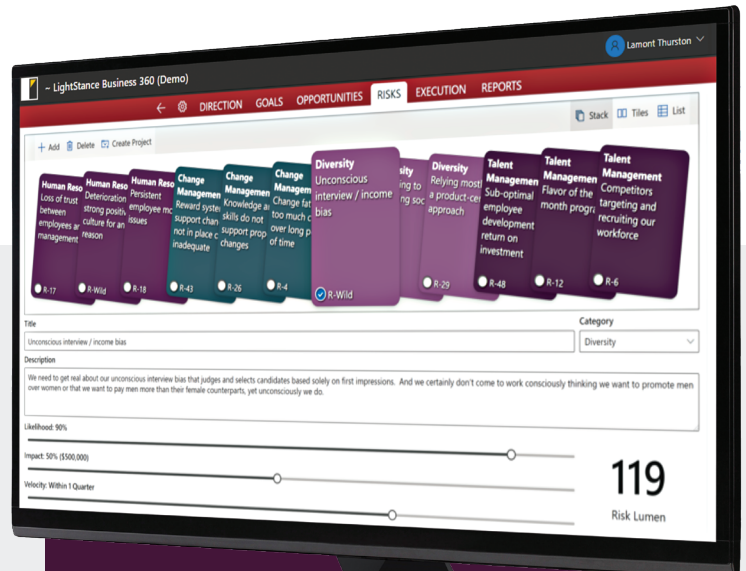
# Diversity, Equity & Inclusion Cohort

**LIGHT STANCE**

As more of the world wakes up to the importance of Diversity, Equity & Inclusion (DE&I), we invite you to a cohort that will ensure your organization creates meaningful change and avoids common pitfalls.

This is not the time to put culture on the back burner; everyone observes how we lead during times of crisis. Our DE&I Cohort & software will help you:

- Understand why DE&I is so strategically important
- Set short-range goals and re-align plans with your values
- Identify and analyze specific diversity and human capital opportunities & risks
- Provide feedback and prioritize initiatives
- Calculate a return on investment for your initiatives
- Execute and track your plans via automated reporting



## THIS PROGRAM IS PERFECT FOR:

Organizations thinking about starting DE&I Initiatives

Organizations that are stuck in neutral with their DE&I efforts

Register Today at [LIGHTSTANCE.com/cohort](https://LIGHTSTANCE.com/cohort)

# YOU WILL BE PREPARED TO EXECUTE STRATEGIC PROJECTS IN AS LITTLE AS 15 DAYS!

## LIGHTSTANCE IS PROUD TO PRESENT TWO PHENOMENAL COHORT FACILITATORS:

**Dr. Ellen Burts-Cooper** is the senior managing partner of Improve Consulting and Training Group, a firm that provides personal and professional development training, coaching and consultation. Improve has been featured in Time Magazine, Black Voices, Smart Business Magazine, Bloomberg BusinessWeek, Cleveland Jewish News, Cleveland.com and Crain's Cleveland Business.

**Laura Juarez** is a business strategist & consultant, retired CEO in the B2B building materials space, and experienced board chair. Her company, Pure Potential, helps leaders and companies align their strategy with impact, embody conscious leadership, and elevate all stakeholder groups. She also offers diversity, equity, and inclusivity consulting and leadership coaching to executives committed to peak performance.



### FRAMING THE DE&I MINDSET

#### SESSION 1

##### November 9th: 11 - 12:30 EST

- Top talent is attracted to a diverse & inclusive culture
- Diverse & inclusive culture stimulates creativity
- Creativity drives innovation & competitive advantage
- Competitive advantage increases profitability
- Aligning our values with actions matters

### BUILDING & EXECUTING DE&I STRATEGY

#### SESSION 2

##### November 11th: 11 - 12:30 EST

- DE&I and Strategic Plan Alignment
- LightStance DE&I Virtual Collaboration Program
- Content Review: Human Resources, DE&I, Talent Management, Change Management
- DE&I Strategy Kickoff

## \$500

#### What's Included:

- Two fully facilitated virtual workshops (Live & Recorded)
- Program Participation for up to 10 Team Members
- LightStance BUSiNESS license through 11/30/2020
- Hundreds of available business topics to choose from



Cohort Moderator

**Craig Lucas**

Founder, Authenica

Register Today at  
[LIGHTSTANCE.com/cohort](https://LIGHTSTANCE.com/cohort)

©LightStance. All rights reserved.