

There's good news and bad news about DEI ...

To say that a lot has happened in 2020 is an epic understatement. **The good news** is that recent and ongoing events have opened more people's eyes, ears and hearts to the profound threat that racism and oppressive ways of living and working pose to our individual and collective survival. This presents a real opportunity for positive evolution and the motivation to truly co-create a world that works better for more of us.

However, **the bad news** is that there aren't enough professionals in the field to meet this demand -- just ask your local current-overbooked DEI (diversity, equity & inclusion) practitioner!

Also, there aren't enough professionals that are *adequately equipped* to meet this demand effectively. There's too much of the old ways of doing, and new ways of doing with old ways of being.

Neither one is going to work.





Here's the Solution!

To meet this challenge, I've created the first **DEI Professional Leadership Program**.

The first cohort will be a small group of 3-8 professionals that will embark on a six-month journey, co-creating an intensive learning community.

The experience will equip participants to more effectively **lead themselves, lead change and lead organizations** -- either from the inside or from the outside as consultants.



Nice! Who is the DEI-PLP for?

This unique learning experience is ideal for the following four groups:

- ▶ Employees who have been thrust into a new DEI role in an organization, but have little-to-no DEI expertise
- ▶ Emerging leaders who want to move into, or create, a DEI role in their organization or another
- ▶ Human and org development professionals who want to add DEI to their toolkit
- ▶ Professionals with some DEI expertise who want to go out on their own and start consulting businesses



Why are you the best person to offer the DEI-PLP, Susana?



I've got a lot of energy and excitement around the DEI-PLP because it sits solidly in the sweet spot where my knowledge, passion and the world's needs intersect! I believe I'm the ideal person to provide this solution because for over 3 decades **I've literally done it all** when it comes to DEI!

I've run my own business, been an internal leader and change agent and worked as a Principal for a large global consultancy. I hold two degrees in the field and have been "living" DEI for half a century. I've worked in multiple sectors -- corporate, nonprofit, healthcare, higher education and local government. I've got business and organizational/leadership development chops as well as a social justice background. And I've done this work across the US and internationally, including holding a university position in Mexico.

[Watch this short video to learn more!](#)

I've also seen it all when it comes to DEI. From training participants who yell and walk out of the room ... to trainees who cry and embrace. From DEI leaders of color who lead inequitably and engage in microaggressions ... to White male coachees who experience shifts and become DEI champions. From organizations who waste millions of dollars on training programs that don't work ... to teams who muster the courage and develop the skill to manage and leverage their differences to create results that matter.

Interesting, tell me more!

What does the DEI-PLP entail?

- ✓ **6-month commitment:** 20 weeks of instruction (including two breaks) plus two presentation meetings
- ✓ **30 total hours of live online classes** – one 90-minute session per week (tentatively Wednesdays 4:00 Pacific/7:00 Eastern)
 - Sessions will be mostly discussion and application, with some instruction
- ✓ **~120 total hours of study** (~6 per week in addition to class), including:
 - Weekly articles, videos, podcasts and quizzes
 - Weekly reflection journal entry
 - Weekly group online discussion question
 - Twice-monthly check-in with Partner in Active Learning (PAL)
 - Several short individual assignments (short papers, videos, interviews, case studies, assessments, etc.)
 - One group assignment
 - Book Review
 - Final project
- ✓ Two one-hour private mentoring or coaching sessions with Susana

Classes will be held on Zoom and will be recorded with participants' consent. Participants may miss a maximum of three classes and still complete the program successfully. Online discussion, submission of assignments and access to materials will take place inside the private Learning Management System (LMS).





What will I gain?

- Broad, intermediate-level understanding of critical DEI concepts, history, vocabulary and tools
- Deeper knowledge in one area of desired competence, or “major”. Suggested majors include: consulting & evaluation, training & development, spirituality & healing, racial equity, unconscious bias and organizational leadership.
- Improved capacity to lead self, lead organizations (from within or without) and lead change
- Honed ability to think, speak and act effectively in furthering “new school” DEI efforts
- Opportunity for rigorous self-reflection and personal growth
- Invaluable cross-sector and cross-field relationships with cohort members
- Personalized mentoring and feedback from a DEI expert
- Pre-and post-program self-evaluations
- Certificate of completion as a “DEI Professional”
- Optional licensing to use proprietary tools (ODISE™ and PIE™)



What do the 20 modules cover?

1. Introduction and Foundations
2. Personal “Business Case”
3. Superpowers and Kryptonites
4. The Resilience Toolkit for Stress, Anxiety & Trauma
5. The 6 C’s to an Effective Mindset and Powerful Heartset
6. Discernment, Empathy and Boundaries
7. DEI 101: Origins and History of the Field
8. Language Matters, Matters of Language
9. Core Concepts of New School DEI
10. Traditional Models and Concepts
11. Evo Bio and Brain Science 101
12. Unconscious Bias 101
13. Power: The Difference that Makes All the Difference
14. Ground Zero: Race and Gender
15. The Business Case for DEI, and DROI
16. Consulting 101
17. The 4 Critical Questions, and Equity Evaluations
18. Training 101
19. Naysayers, Haters and Saboteurs
20. The DEI Code of Ethics





What do people say about your instructional style?

- *“Susana demonstrates a quality of confidence and yet humility that made me feel comfortable and able to trust her quickly. Her supportive way of being with her attendees and her openness were very inviting and allowed me to absorb information more deeply.”*
- *“That was the best presentation on diversity and inclusion I’ve ever attended. In my life!”*
- *“Susana is a kind, generous and brilliant coach and facilitator. She cares deeply for people and brings her own vulnerability in to her work which adds to her credibility and compassion.”*
- *“I was so jazzed last night after this session ... and who comes away from a ‘mandatory diversity training’ with THAT attitude!”*
- *“She knew what she was talking about and had the knowledge to carry [it] over to the people in the room. She worked the room wonderfully – had everyone on their toes to see what she would bring up next. She talked with us, not to us. Let’s see more of her.”*

See more rave reviews on my [leadership & equity webpage](#) and my [LinkedIn profile](#).

OK, nitty gritty... what's the required investment? What will I get back?

Participation in the program requires an investment of **\$3995*** per person. Payment plans and organizational sponsorship are available.

In thinking over your investment, consider:

- External consultants can earn this amount back in one day of training, or two days of consulting
- This amount is what a mid-level DEI practitioner can earn in three weeks or less
- Similar programs run \$3,000 - \$7,000 or more

****Note:** Electronic payments will incur a 3% processing fee. Additional costs may include the purchase or rental of supplemental books, films or videos, as well as office supplies and any materials needed for the final project. Licensing to use proprietary tools (ODISE™ and PIE™) requires a separate agreement and licensing fee.





Way cool!

How do I get in on the action?

Since each cohort is small, ensuring participants are professionally and demographically diverse, yet similar in knowledge and skill level, is critical to the group's learning success.

We are accepting applications for cohort #1, which will begin in **early February 2021**.

The application process includes:

- An online application, [available here](#)
- 30-minute interview
- Pre-program self-assessment

Where are you now?

Where do you want to be?

How can we help you get there?

wordswisdomwellness.com
susana@wordswisdomwellness.com



Words, Wisdom & Wellness

