

The Speakers

Keynote: Robert Livingston, PhD.

Robert Livingston is a diversity researcher whose research examines how physical appearance and non-conscious processes influence stereotyping, prejudice, and discrimination. He is also interested in the topic of diversity in leadership. Specifically, he investigates the unique challenges confronting women and minorities in upper management, as well as the conscious and non-conscious processes underlying leader selection. He has received numerous awards for outstanding research and teaching, including the Social Issues Dissertation Award from Division 9 of the American Psychological Association. He is the member of numerous professional organizations and serves on the editorial board of the Personality and Social Psychology Bulletin.

Mr. Tom Tveidt

Tom Tveidt is a research economist who has more than 15 years experience in providing objective and clear regional analysis for public and private decision makers. He is an actively practicing consultant with expertise in regional economic assessment, economic impact analyses, industry targeting and industrial site selection. Mr. Tveidt regularly speaks before business groups, government organizations and public meetings, detailing regional economic trends and issues. As such, his expertise is frequently quoted in newspapers, business journals, and TV news programs.

Registration Form

Name: _____

Title: _____

Business: _____

Email: _____

Phone: _____

Lunch Request:

Standard Vegetarian

Mail registration form and check to:

Christa Lance
Buncombe County Health & Human Services
200 College Street, Suite 410
Asheville, NC 28801

Or call 828-250-5587 to register by phone.

Registration Deadline: April 19



**In partnership with the YWCA's
Stand Against Racism.**

Interpreter services and accommodations for persons with disabilities are available. In order to meet your needs, we ask that requests be made in advance by calling 828-250-5587 prior to April 19.



Realizing the Benefits of a Diverse & Inclusive Workforce

Brief Descriptions of Marketplace Sessions: Training, Skills, and Learning Objectives

Thursday, April 25; 8:30AM – 2PM

UNC Asheville Sherrill Center

Sponsors: Asheville City and Buncombe County Governments in partnership with UNC Asheville

Teams of 2-4 members from businesses, non-profits, and governmental agencies for up to 200 people.

Cost: \$25 a person (scholarships available)

Agenda

8:30AM – 9AM	Registration
9:00AM – 9:15AM	Welcome
9:15AM – 9:35AM	Tom Tveidt, SYNEVA Economics LLC
9:35AM – 10:30AM	Dr. Robert Livingston: “Realizing the Benefits of a Diverse and Inclusive Workforce”
10:30AM – 10:40AM	Break
10:40AM – 11AM	Marketplace Session 1
11:10AM – 11:30AM	Marketplace Session 2
11:40AM – Noon	Marketplace Session 3
Noon – 1PM	Lunch and Networking Opportunity
1PM – 1:30PM	Closing Panel – Community Business Leaders
1:30PM – 2PM	Wrap Up and Next Steps

Strategies for recruiting a diverse workforce – what does it take to become an employer of choice?

What strategies can best attract and recruit a diverse workforce? From culturally competent advertisements and interview questions to benefit packages and office environment – what matters and why?

Building effective diverse teams – what does the research show us?

What is the business rationale for building diverse teams? What elements need to be present and how do you foster these in your workplace?

Mentoring transformed for 2013 – what are the components?

Our old concept of mentoring is outdated. Mentoring can take many forms and is enhanced when learning is reciprocal. How do you build a meaningful network within your organization? How do these networks engage workers, and transfer knowledge and opportunity?

Getting to the third E – Environment, Economics, and Equity

Equity is achieved through a combination of factors: policy, benefits, and practice. Come learn how you can build equity in each of these areas in your organization.

Common space assessment – a training exercise

A “Common Space” assessment prompts you to look at your organization with fresh eyes so that you can create a more welcoming and inclusive work environment. You will leave with the tools to perform this assessment in your organization.

Accountability measurements – what should be measured?

Tracking outcomes can move organizations toward greater inclusion and diversity. You will leave with key measures to incorporate into your organization.

The science of networks – what makes for an effective network?

You will learn the 5 key dimensions of effective networks and how to build these into your personal and professional life.

Ouch that stereotype hurts – a training exercise

Learn what a micro-aggression is, and how to create a positive work environment in which they can be effectively addressed.

Poverty simulation – a training exercise

Learn about a training module that enables your employees to experience the effects of poverty first-hand.

Ruby Payne’s Hidden Rules – a training exercise

Learn several key principles that researcher Ruby Payne has identified as barriers to promotion and inclusion in non-majority members.

Bead exercise – a training exercise

Just how diverse is your work circle? Family circle? Neighborhood? Church? Learn how a simple visual representation of social networks can motivate employees to expand and diversify their connections.

Why diversity matters – a case study

DeWayne Barton’s non-profit, Asheville Green Opportunities (GO), has flourished despite the economic downturn. Through a keen vision, tempered by difficult life circumstances, Dewayne has applied non-traditional approaches in building relationships with corporations and government agencies.

Using contracts and vendors as a way toward equity

Learn to incorporate performance measures into your contracts, thereby nudging contractors and vendors toward a diverse and inclusive work environment

Implicit bias – what is it?

How does bias creep into our work environment and our day-to-day relationships? Learn ways to “name it” and reduce its presence in your organization.

Filling the pipeline – how to support the education of the emerging workforce

Our community depends on a strong pipeline of workers. What can businesses do to support a strong relationship between students and employers in the community? What opportunities are already available in our community?

Culturally Sensitive Conflict Resolution

Learn the basics of effective and inclusive mediation skills. What needs to be in place so that everyone feels heard and an acceptable resolution can occur?

Switch – key concepts from Dan and Chip Heath’s book

Change is difficult but understanding what motivates people and how to shape behavior can make all the difference. Learn a new way to frame change so that it “sticks” in your organization.

Why a diversity statement matters

Learn about the benefits of a diversity statement and what words (and actions) can make it meaningful.

HR basics – transparent and fair policies

How can you create transparency and fairness in the workplace? What policies should every organization have? You will leave with templates for key policies.

Getting on the fast track to promotion – understanding and overcoming the barriers that face minority leaders

Dr. Livingston will host a 40-minute session to discuss what steps organizations can take to effectively promote minority leaders.