

A Diversity Leadership Program

Stedman Graham offers a Diversity Leadership program for employees, management and executives.

“As we compete globally and are increasingly competitive in all industries, business and international commerce become less concerned about race, creed, or gender. Diversity has become a permanent business characteristic with significant economic impact.”

- Stedman Graham

A New Plan for the 21st Century

The type of person who will succeed in the 21st Century work environment is someone who can transcend race and build relationships—someone with a spirit of cooperation who is tolerant of others as well as responsible for him or herself. It will require people who think before they react and who understand the consequences of their actions. It calls for self-respecting people who feel good about where they came from and who do not apologize for who they are. And, it calls for people who will continue to grow and develop and who will bring value to themselves and those they represent.

As the world becomes more global and technology brings us closer together, our environment has become more diverse. The pace of change is faster than any time in history, and we must transform with it. Transformation from a follower—or someone’s label—to a leader and self-starter in this competitive climate is a must. Professionals of all backgrounds are merging into a global marketplace, while businesses are challenged by a shortage of talent and the need to integrate a wide range of cultures. Most businesses, however, are not doing enough to connect to the emerging markets or to their diverse employees. Thus, they stand the significant chance of stagnation or reduced profitability, and the opportunity costs of poor diversity recruitment, performance and retention. Today, business is more about building relationships, and the workforce and culture need to reflect the buyer.

If a business wants to succeed in the 21st century, it must connect with the new and changing marketplace and the people who create it.

Diversity Leadership – The Impact on Performance

In many ways, the expanded global marketplace offers more advantages to people of all backgrounds. The opportunity it offers begins to level the playing field. If you explore different cultures and experiences you will understand that everyone has had their own challenges and issues. You will realize that the process for growth and transformation are the same for everyone and hard work, sacrifice, talent and self-motivation are the tools that will most often create opportunities and propel you into a successful future.

The pathway to success and excellence is realizing that progress begins with you. You begin to take more control of your life and becoming more accountable to yourself. You take action toward eliminating barriers to success that keep you from growing to your full potential and you

must utilize our one equalizer—we all have 24 hours—to proactively focus on cultivating the relationships or skills to continuously improve.

The person that will succeed today is the person who understands who he or she is, can transcend labels, cultivate relationships, and who is equipped to demonstrate personal and professional value through showcasing of your skills and talent. You obtain an edge by realizing “the value you give yourself is directly related to the value other people give you.” When you operate from this perspective, you will emerge as a true leader to yourself and to your workplace.

The Diversity Leadership Workshop will help participants:

- Increase sales, revenues and profits through accessing emerging markets
- Cultivate talent and creativity
- Perform and excel by exhibiting personal and professional leadership
- Utilize a 9-Step Success Process for continuous performance improvement
- Build trusting and supportive professional and personal relationships
- Focus on opportunities to enhance reach and build a brand in your community
- Increase productivity and the ability to self-start

“The world is a collection of unlimited wealth and resources. Often, we limit our potential by moving in our own small circles because of our fears. If we change the way we view the world, there is nothing we cannot accomplish.” – Stedman Graham

Diversity Leadership and Intelligence Program Options

- Keynote Presentations
- Seminars and Workshops (2 hour, Half and Full Day)
- Consulting

For more information on the Diversity Leadership program contact Kristin Andress at 858.793.0919 or the SGA office at 312.755.0234 or visit www.stedmangraham.com.

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Program Training Materials

Program content is based on Stedman Graham's book, *Diversity: Leaders Not Labels - A New Plan for the 21st Century*. In addition, content reflects the tenets of his New York Times® bestseller, *You Can Make It Happen: A Nine-Step Plan for Success* and *Build Your Own Life Brand! A Powerful Strategy to Maximize Your Potential and Enhance Your Value for Ultimate Achievement*.

Diversity: Leaders Not Labels – A New Plan For The 21st Century

In the 21st century your talent and skills above all else will define your value. In *Diversity: Leaders Not Labels*, Graham shows you how to break out of the box that keeps you from growing to your full potential, and reveals that success is truly based on results, performance, and excellence. This book studies diversity as no one has before, exploring different cultures and their histories to help you understand that everyone has had challenges, and that the transformation process is the same for each of us. Hard work, sacrifice, talent and self-motivation are the tools you need for the future. By showcasing individuals who have successfully transcended labels to become leaders, Graham helps readers begin to move from their history to carving their own individual pathway to success; one that is based on authenticity as well as the talents and skill they bring to the workforce.

You Can Make It Happen: A Nine-Step Plan for Success

Comprehensive text that guides program participants to a better understanding of themselves, their strengths and their desires, while helping them to set goals and devise and achieve action plans for realizing their visions. Content includes practical exercises that help bridge the work/life balance. Lessons are designed to provide program participants with the means to build awareness and achieve increased capacity. With the Nine Steps to support them, participants will find and follow their own road to success – with conviction, perseverance, and pride.

Build Your Own Life Brand! A Powerful Strategy to Maximize Your Potential and Enhance Your Value for Ultimate Achievement

Build Your Own Life Brand! shows program participants how to use branding – the same technique employed by major advertisers to their own personal benefit. By evaluating and emphasizing your strengths, you can create a unique and authentic image – your very own brand – instantly recognizable not only by those who already know you, but also by everyone you encounter in your daily life.

About Stedman Graham

Stedman Graham has built a strong reputation for helping corporations, organizations and individuals succeed. He is chairman and CEO of S. Graham & Associates (SGA), a management and marketing consulting company specializing in corporate and education markets. Some of his clients include Wells Fargo, CVS Pharmacy, Merrill Lynch, the U. S. Department of Labor's Job Corps and Manpower.

As an educator and business consultant, Graham speaks throughout the country and the world, helping organizations and professionals improve their performance and leadership potential at all levels in the areas of Business, Diversity, Education and Professional Development. Content is driven by his proprietary Nine-Step Success Process™. He has authored a number of books, including New York Times® bestsellers, *You Can Make It Happen: A Nine-Step Plan for Success* and *Teens Can Make It Happen: Nine Steps to Success*. Additional books include: *Build Your Own Life Brand!*; *Move Without the Ball*; *Who Are You? A Success Process for Building Your Life's Foundation*; and his latest release, *Diversity: Leaders not Labels – A New Plan for the 21st Century*.

Actively involved in education, Graham is a former adjunct professor at the Kellogg School of Business, where he taught leadership and marketing. He is also a former adjunct professor at the University of Illinois-Chicago and a visiting professor at various universities across the country. In 1985, he founded AAD Education, Health and Sports (formerly, Athletes Against Drugs), a non-profit organization with over 500 professional athletes and other civic leaders committed to developing leadership in underserved youth. He serves on several boards, including the national board of directors for Junior Achievement (JA) and 7-Eleven's Education Is Freedom Foundation and is a member of the Economic Club of Chicago. He holds a bachelor's degree in Social Work from Hardin-Simmons University, a master's in Education from Ball State University and an honorary doctorate in Humanities from Coker College, where he is also a distinguished visiting professor.

"In the 21st century, your talent and skills will define your value.
The collective talent of your workforce will define your business."
You are not your circumstances; you are your possibilities. —Stedman Graham

Testimonials

- Stedman Graham's philosophy on the value of diversity truly resonates with Wells Fargo's organization. Stedman has not only explained to our senior staff how a diversified, local economy helps attract companies all over the world; but he has provided us with the tools we need to manage the influx of perspectives and skill traits. - Doris Charles, Regional President, Wells Fargo
- "Your (Stedman's) insight and compelling talks at the recent Diverse Leadership Conferences have made positive impact with individuals and the Iowa City/Cedar Rapids Corridor. Getting people out of the box they are put into is relevant and practical. Most importantly, as you share your personal story, it is inspirational. Thank you for making the conferences a great success. - Chris Lindell, Chair, Diversity Focus

- "Stedman Graham has done an extraordinary job of simplifying this complex diversity matter. His research on the cultures help you avoid racial pitfalls, while his over arching message calls you to look for the unique talents within every individual." - David M. Reynolds, Director, Merrill Lynch .
- "Mr. Graham's books and presentations are informative, encouraging and empowering. His insights help to move individuals from imagining the possibilities in their lives to making them a reality." - **Dr. Cornell Thomas, Office of Institutional Diversity, Oklahoma State University**

National media coverage of Stedman Graham's Success Process™ teachings has included features on or in *The Today Show, Good Morning America, CBS The Early Show, Larry King LIVE, The New York Times®, The Washington Post, The Wall Street Journal, Ebony Magazine, USA Today, Personal Branding and Selling Power.*

Some of S. Graham & Associates clients include:

7-Eleven
 100 Black Men of America
 Black Pages USA
 Blue Cross Blue Shield
 CNN
 Credit-Suisse First Boston
 CVS Pharmacy
 GlaxoSmithKline
 Harvard Business School
 IBM
 Manpower, Inc.
 McDonald's Corporation
 Merrill Lynch
 Muhammad Ali Center
 National Black MBA Association
 North Carolina Mutual Life Insurance
 Oklahoma State University
 Robert Wood Johnson Foundation
 Sonnenschein Law Firm
 SuperValu
 NAACP
 U.S. Department of Education
 U.S. Department of Labor's Job Corps
 Urban League
 Wells Fargo
 Wharton Business School
 U.S. Hispanic Leadership Institute