

We will start momentarily at 2pm ET



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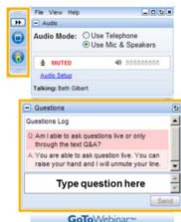
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ACS WEBINARS™ September 16, 2010



Diversity: Old Topic – Fresh Conversations



Discussant: Lolita Chandler, M.Ed.
Cornell University



Discussant: Cathy Bristow, M.B.A.
BRIDGES

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Diversity

*Old Topic – **Fresh Conversations!***

*Lolita Chandler
Cathy Bristow*

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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SESSION GOALS

1. How to **position** the conversation.
2. How to **understand** what matters to the listener.
3. How to use **the knowledge gained** to inform the content of your conversation.
4. How to focus on **TALENT** and **GENERATIONAL DIFFERENCES** to offer fresh and contemporary insights about Diversity.
5. How to offer leaders **recommendations for actions** in support of Diversity.

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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TIP

*Know your audience and
what is important to them.*

Be a good listener!

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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TIP

*Decide on **outcomes** for the
conversation.*

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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TIP

*Annual Reports
Demographic Data
Focus Group Data
Corporate Goals
Corporate Values
Systems
Business Drivers
Etc.*

*Take responsibility for
preparation and homework.*

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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TIP

*Position the conversation
in the context of **current
realities.***

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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TIP

*Focus on the **IMPACT** of
Diversity rather than the
definition.*

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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TIP

*Initiate a fresh conversation
about **TALENT**.*

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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TIP

*Traditionalists
Boomers
Generation X
Generation Y*

*Use generational differences as a **hook** for engaging listeners!*

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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TIP

*Systems
Policies
Practices
Values
Communication
Rewards
Recognition*

*Focus on the work environment or **CULTURE** of the organization.*

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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TIP

*Make recommendations to leaders for **actions** in support of Diversity!*

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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SESSION GOALS

1. How to **position** the conversation.
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4. How to focus on **TALENT** and **GENERATIONAL DIFFERENCES** to offer fresh and contemporary insights about Diversity.
5. How to offer leaders **recommendations for actions** in support of Diversity.

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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TIPS

1. Know your audience and what is important to them!
2. Decide on outcomes for the conversation!
3. Do your homework – be prepared!
4. Use language that links diversity to the concerns of your business leaders!
5. Position the conversation around **TALENT** and **GENERATIONAL ISSUES** as a fresh way of looking at the issue of Diversity!
6. Offer suggestions to leaders for actions in support of Diversity!

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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THANK YOU!

Lolita Chandler
chancrum@aol.com
(718)884-8713

Cathy Bristow
bridgesbyceb@aol.com
(646)245-6595

Partners in designing new methodologies and creative approaches to support organizations and individuals.

Lolita Chandler-
chancrum@aol.com - Cathy
Bristow-bridgesbyceb@aol.com

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Q&A SESSION



Diversity: Old Topic – Fresh Conversations



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Cornell University



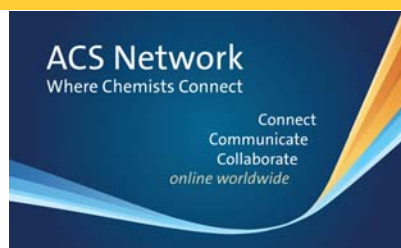
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Thursday, September 23, 2010, 2-3 p.m. EDT

Demystifying SBIR/STTR Grant Applications and Processes for Entrepreneurs and Small Businesses

Dr. Josephine Yuen, Program Director, National Science Foundation.



Thursday, September 30, 2010, 2-3 p.m. EDT

Global Patent Protection and International Business Strategies

Dr. Michael Brodowski, Attorney at Law, K&L Gates LLP.

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