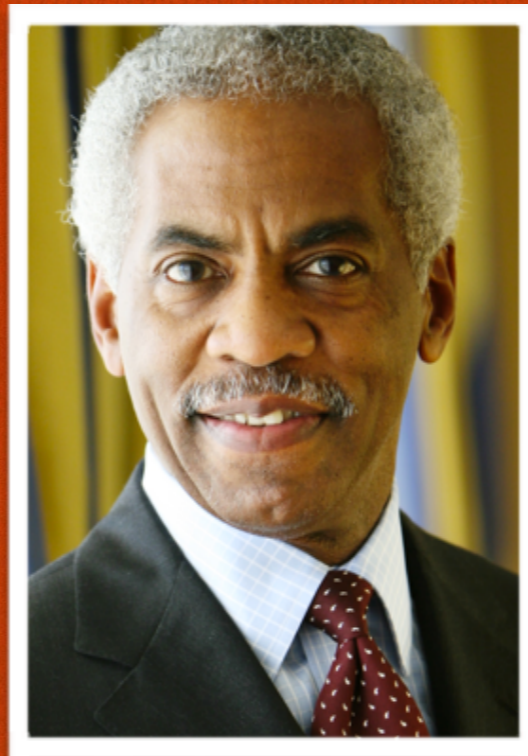


# Diversity & Dollars



*A One Hour Webinar*



Co-Hosted By William Wells, Jr. & Carole Copeland Thomas  
Global Diversity Professionals and Business Owners

## Why D&I Matters In A Globally Connected Marketplace

Watch Or Listen On Your Smart Phone, LapTop, Cell Phone or Landline Telephone

Register At: <https://diversityanddollars.eventbrite.com>

# Learning Objectives

- 1 Greater understanding and awareness regarding the global impact of D&I
- 2 Clear distinction and differentiation between D&I as a "business/organizational" strategy vs. an HR or so-called "Diversity Initiative"
- 3 Strategy for D&I as a success-driver to the bottom line.

**Take Note...**

**D&I = Diversity & Inclusion**

Addressing These Issues From A US Perspective



# Our Speakers

## Bill Wells, Jr.

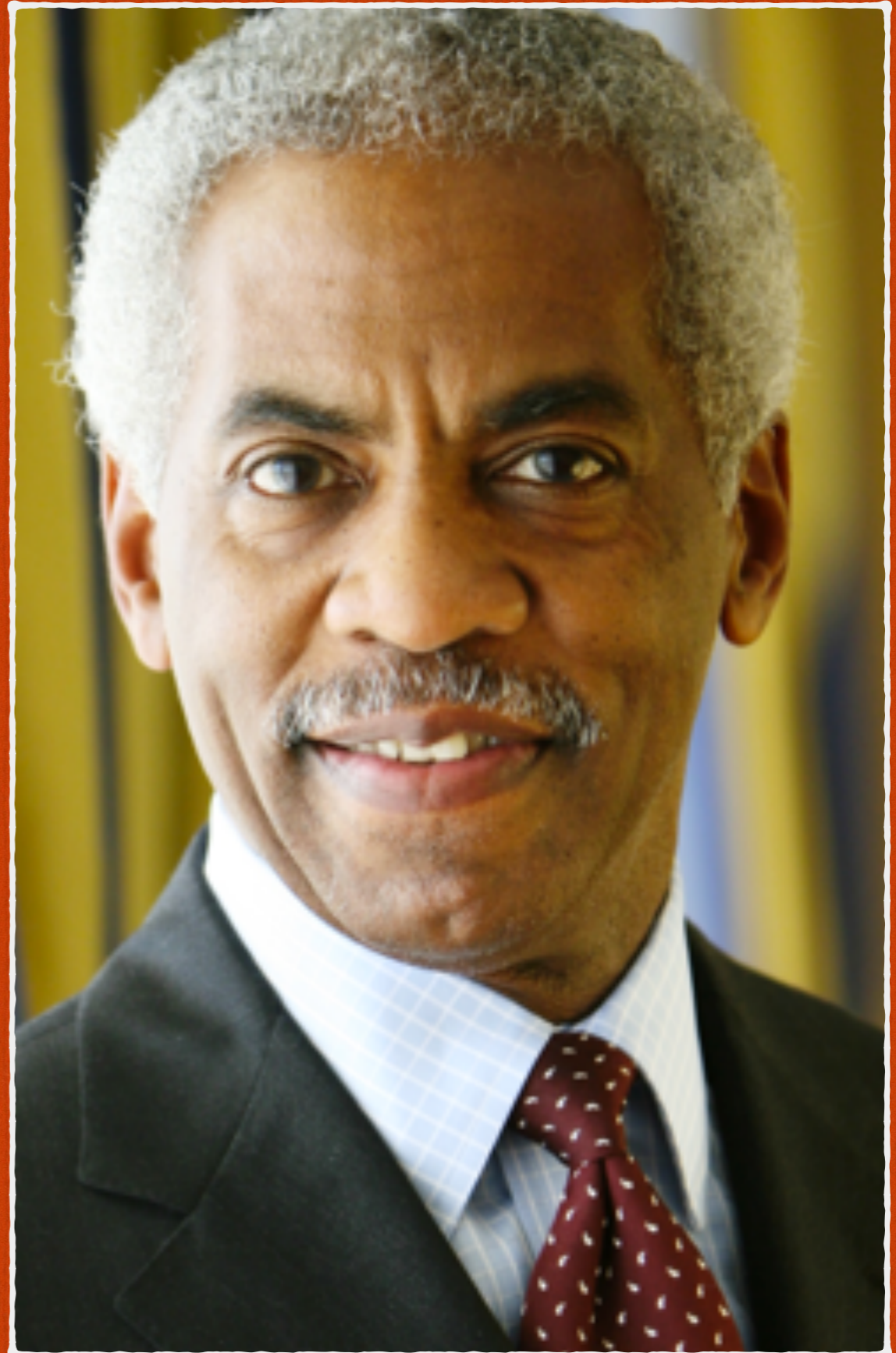
**William Wells, Jr. (Bill)** is a highly experienced management consultant and thought-leader with a comprehensive background and depth of knowledge in the corporate, non-profit, private and public sectors. Bill's professional experience includes key senior leadership roles in a broad range of functional areas including Human Resources, Diversity & Inclusion, Operations, Information Technology, Marketing plus Strategic Planning & Business Development.

Bill's current consulting practice addresses important strategic organizational issues focused primarily on diversity, inclusion, race, bias, equity, privilege, culture change, transformation and change management.

Additionally, Bill provides guidance and hands-on coaching to senior leaders during different phases of strategy development, implementation, and operational assessment/evaluation. Bill also continues to serve on various non-profit boards both locally and nationally.

Bill has a BA in Psychology, MBA, Marketing and he and his wife, Karen, live in Eden Prairie, Minnesota (outside of the Twin Cities). He was recently featured in the New York Times.

Bill is the Past National Chair of the National Black MBA Association.



# Our Speakers

## Carole Copeland Thomas

As an award-winning speaker, trainer and global thought leader, since 1987, **Carole Copeland Thomas** moderates the discussions of critical issues affecting the marketplace. She has her pulse on the issues affecting working professionals and regularly consults with industry leaders. She has spent 30 years cultivating relationships and partnerships with local, national and international clients, including Walmart, Amtrak State Street Corporation and Emirates Airlines. Carole is the past president of The National Speakers Association -New England Chapter and is on the leadership team of Black NSA. Carole is a blogger and social media enthusiast using various technology platforms to enhance her business development activities.

Carole graduated with honors from Emory University and has a MBA degree from Northeastern University. She holds advance certifications from the International Association of Hispanic Meeting Professionals and the International Guide Academy.

She has been featured in the New York Times, Black Enterprise and CBS News.

Carole lives outside Boston, is the author of four books and is the Past National Vice Chair of the National Black MBA Association



# **Demographic Shifts**

## **US Population**

- **Growing Slower**
- **Aging Population**
- **Racial & Ethnic Minorities**
  - - **Fastest Growing Segment**
  - - **More Than 30%**
  - - **Younger**
- **Public Education – Disparities**
- **College Grad Rates – Women**

# Global Economy

- **U.S. Gross National Product = steady 2% growth;**
- **Global Financial Economy = doing better than U.S;**
- **Sustainability Issues – without immigration, workforce diversity in U.S. lacking (i.e., STEM, other).**

# **US Compared To The Global Economy**

- **Manufacturing profile (B2B):**
  - - 9% of U.S. total economy
  - - 24% of Germany's economy
- **U.S. workforce:**
  - - 5% of global workforce
  - - 25% of world economy
- **Without immigration – U.S. workforce growth = challenged\***

# **US Economy (Continued)**

**Retail (B2C) = technology disruption**

**- Store closings: Sears, Penny's, Kmart,  
Payless Shoes, Others;**

**Global companies – manufacturing now  
where they sell products;**

**Outsourcing - focused on cost reduction  
(i.e., 1980's approach, cheap labor);**

**Extended global enterprises – revenue  
growth from new and emerging markets**



# **Ethnic Markets - US**

## **Buying Power\***

- **African American**
  - **Hispanic/Latino**
  - **Asian**
  - **Native American**
  - **Gay/Lesbian**
  - **Mature**
  - **Disabled**
  - **Women**
- 
- **\* Over \$5 trillion**

Source – Selig Center for Economic Growth, University of Georgia

# Technology Sector

- **Diverse Workforce**
  - - **Business Case**
  - - **CEO Stewardship**
  - - **Talent Rules**
- **HBCU Initiatives**
  - - **STEM Scholarships**
  - - **Silicon Valley Campus**

# **3 Main Segments Impacting D&I**

**Economy**

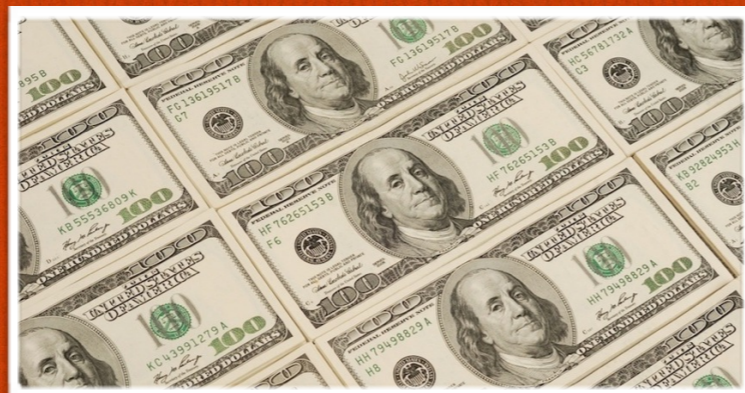
**Society - Social Issues**

**Political World**

# Pay Equity For Women



**The Average  
Woman  
Makes 79 cents  
For Every  
Dollar A Man  
Makes**



**Women and Pay Equity Day  
1st Tuesday in April**

**<http://www.nbcnews.com/news/us-news/what-equal-pay-day-here-s-everything-you-need-know-n741391>**

# Wealth Gap In The US Boston As An Example



**Boston  
The #1 City  
For Income  
Inequality**

<https://www.boston.com/news/local-news/2016/01/14/boston-is-the-no-1-city-in-america-for-income-inequality-which-is-not-good>

Boston Globe Update

<http://www.bostonmagazine.com/news/blog/2017/02/23/boston-income-inequality-map/>

# Boston Prime Issue #1



**Large  
Student  
Population**

**35 Colleges, Universities & Community Colleges  
152,000 Students In Boston's Institutions of Higher Learning  
China and other countries send their students to Boston Schools**

# **Boston Prime Issue #2**



## **Housing & Affordable Housing**

**Many of Boston's Homes Are Older Homes. 50 - 100 years old.  
The Triple Decker is standard inventory in Boston.  
Carole Copeland Thomas realized this issue in the mid-1980s**

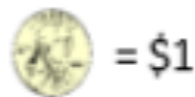
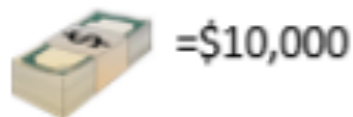
# Boston Prime Issue #2

**A Typical White Household in Boston Holds On Average \$247,500 in Wealth. A Typical Black Household Holds Essentially No Wealth.**

**White Household**



**Black Household**



The Urban League of Eastern Massachusetts issued its annual report, "Race To Equity: A Report On The State Of Black Massachusetts" on December 11, 2015. In the report, it states the following:

Black household wealth in Boston is only a fraction of White household wealth. The median net worth of White households stands as \$247,500, whereas for Black households the median net worth is just \$8, enough for a sandwich and nothing more. That means fewer financial resources to draw upon in times of emergency and less to invest in their own future and that of their kids.

For most people, the primary way to build wealth is through homeownership. Homes are the most valuable asset owned by most middle-class households and comprise the majority of closed off and at other times less available communities of color."



# **Social Issues**

**Changing Attitudes On**

**Race**

**Immigration**

**LGBTQ Issues**

**Transgender Issues**

**(Bathroom Bill in North Carolina)**

**Age**

**Religion**

# **Political Issues**

## **The Trump Era**

### **Muslim Ban**

**H-1B Visas & Tech Workers From India**

### **Immigration Issues**

**Race and the Rejection of Diversity**

**Normalizing Racism, Lies & The Alt Right**

**\*Steve Bannon removed from the  
National Security Council (4/5/17)**

# Best Practices! The May Institute

## Mike Halperin

Director Training and Development  
Co-Chair, Director & Inclusion Council

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# May Institute

Diversity & Inclusion Council



Organizational Wide Survey



Race Forum - Nov 2016



# Your Turn!



Q & A



**Next Tuesday**

**April 11, 2017**

**3:00 pm EDT**

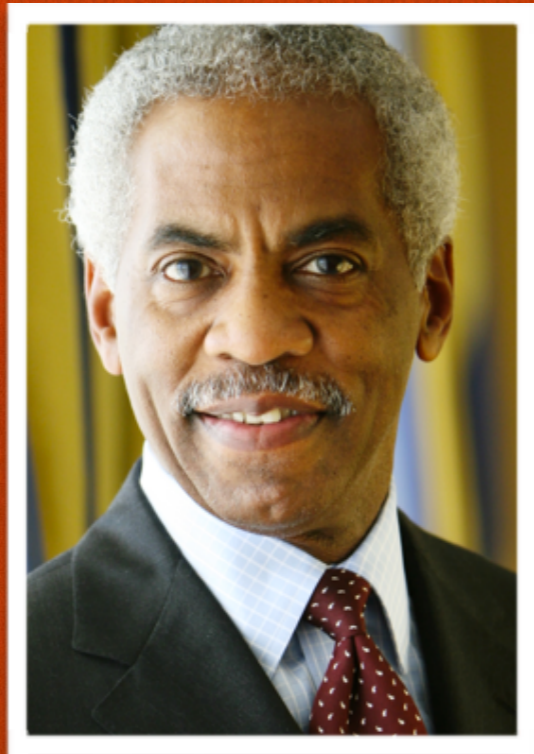


**High Stakes Sexual  
Harassment**

**What You Should Know • What You Should Tell Others**

# Diversity & Dollars

## Thank You



**William (Bill) Wells, Jr., President**  
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**Inclusion Solutions**  
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**952-239-3001 mobile**  
**[bwells2@msn.com](mailto:bwells2@msn.com)**



**Carole Copeland Thomas President**  
**C. Thomas & Associates**  
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