



BASIC DIVERSITY



## What People Are Saying:

"Dynamic!", "Amazing speaker!", "Unparalleled effectiveness...", "Strongest and most compelling business case for diversity that I have ever heard!", "Opened my eyes!", "... I could have listened to him for another hour!", "Al Vivian's thoughts were very informative and gave insight to things I had never thought about."

Al Vivian is President and CEO of Basic Diversity, Inc., a full service diversity consultancy that has been operating nationally for 35 years. Al's passion is helping organizations leverage the benefits and minimize the challenges of managing a diverse workforce by creating inclusive environments where people can effectively collaborate across their cultural differences. Al has worked with people from all walks of life; from CEO's to sanitation workers, and every occupation in between. He has provided diversity counsel to civic and religious leaders, political officials, and television news personnel. Al has furnished diversity commentary to various media outlets including New York Times, CNN, FOX, NBC, PBS, Atlanta Journal & Constitution, Chicago Sun Times, and WSB News Radio.

Al possesses a truly rare quality -- the ability to speak credibly about socially relevant and controversial issues in a manner that impacts, connects and builds bridges across cultures and ideologies.

## Meet Al Vivian

### For more information contact:

BASIC Diversity, Inc.  
207 Banks Station  
Suite 689  
Fayetteville, GA 30214

Al Vivian  
alvivan@basicdiversity.com  
Phone: (770) 716-0505  
Fax: (770) 716-9959  
Cell: (770) 616-2415



Join our inclusive community on

facebook

Finally, a place to ask questions, share ideas, discuss topics and get advice from other diversity-minded people.

Search facebook for:  
"BASIC Diversity | Al Vivian | Diversity Leadership Consultant"

### Balanced, Well Rounded, and Credible Across Cultures & Ideologies:

Al's messages of diversity and inclusion will connect with you regardless of your ideology or motivating factor. Al can dialogue on relevant social issues with a depth of understanding from the perspective of multiple cultures. Beyond his authentic cross-cultural understanding, Al's diverse life experiences also give him credibility across ideological communities, including:

**Business Community** - Al runs a 2<sup>nd</sup> generation, 35 year old family business; has a Business Degree from Morehouse College; and has an impressive client list that includes some of the most prestigious brands on the planet.

**National Security /Patriotic Community** - Al is a Secretariat/Pentagon level Advisor to the U.S. Army, and he has provided diversity counsel to senior leaders within the National Security Agency. He's a former Army Captain with eight (8) years of active duty service; and his military awards include the Meritorious Service Medal, Army Commendation Medal, Army Achievement Medal, National Defense Service Medal, and the Parachute Badge.

**Civil Rights Community** - Al grew up in a "civil rights home"; His father, Dr. C.T. Vivian, was a member of Dr. Martin Luther King, Jr's Executive Staff; Al learned about managing diversity very early in life via personal interactions with members of Dr. King's staff -- Andy Young, Jesse Jackson, Dorothy Cotton ...etc.

**Gender Equity Community** - Al is a nationally recognized gender relations expert; Serves on the Advisory Board of the *Women in Leadership Summit*; 2006 recipient of Atlanta Woman Magazine's "Fan Male of the Year" for his tireless efforts to promote gender equity.

**Faith/Spiritual Communities** - Al attributes everything good that he has ever done to his faith in God; He serves on the Deacons' Board at Faith Christian Center and the board of Landmark Christian School; and has conducted prison ministry with Light House Prison Missions. Al is one of the very few diversity experts who has also presented nationally on developing inter-faith cohesion in the workplace.

**Non-Profit /Civic Community** - Al serves on the Boards of Directors of the U.S. Fund for UNICEF (SW Region), and The C.T. Vivian Leadership Institute, and the Advisory Board of the Atlanta Diversity Managers Affinity Group (ADMAG); he has been active in Big Brothers/Big Sisters of America, the President's Young Alumni Leadership Advisory Council of Morehouse College, Outstanding Young Men of America, and One Atlanta (Leadership Atlanta's Race Relations Committee).

**Human Resources Community** -- The human resource veteran is a member of the *American Society for Training and Development* and the *Society for Human Resource Management*; Al is also a graduate of the U. S. Army Institute of Personnel and Resource Management at both the Officer (1984) and Advanced Officer levels (1988) - (both of these military courses are fully accredited by the Commission on Institutions of Higher Education of the North Central Association of Colleges and Schools).

(770) 716-0505 | info@basicdiversity.com | www.basicdiversity.com

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## The Need to Embrace Diversity:

Forward-thinking organizations understand that strategically preparing their people and environment to leverage diversity is an integral part of their success and longevity. Baby Boomers, who are 60% of the “Prime-age Workforce”, started retiring in 2008. U.S. Department of Labor expects this trend to last for up to 20 years, peaking in 2016, creating a projected U.S. shortage of 10 million workers. This alone will demand more work from fewer people. The bulk of retirees will be white males, while the majority of new entrants will be women and people of color. To survive, organizations will be forced to create environments that engage ALL employees, and demand increased efficiency while simultaneously encouraging more positive cross-cultural interactions from the most diverse workforce (race, gender, age, education, religion, values) in our nation’s history.

Having strategically partnered with a wide array of client organizations, BASIC Diversity has the experience to help you balance the aforementioned factors, along with your mission to create an inclusive environment that engages, motivates and utilizes everyone.

**Diversity: Deeper Than Just Visible Identifiers** – Historically diversity has been looked at only in terms of race and gender. The field has now matured to realize that diversity is far more encompassing. Because of our 35 year tenure, we have had the opportunity to be a part of that maturation.

## Make Diversity and Inclusion Work for your Organization

### Select Client List:

AFC Enterprises (Popeye’s Chicken)

Allied Signal Aerospace

Association of Fundraising Prof.

CNN

Coca-Cola

DuPont

Emory University

Ford Motor Company

Georgia Power Company

Hy-Vee Food Stores

Kroger Grocery Stores

Leadership Atlanta

Leadership Jackson

Leadership North Carolina

McDonald’s

National Security Agency, The

North Carolina State University

Progress Energy

Russell Corporation, The

U.S. Steel

United States Army, The

We explore diversity beyond visible identifiers. Our Strategic Diversity Initiatives analyze:

**Social Category Diversity** -- related to visual demographics.

**Informational Diversity** -- related to education, experience and tenure.

**Goals/Values Diversity** -- related to team goals and underlying work values.

No segment of diversity is more important than any other. Each has its own set of nuances, particulars and varying degrees of contention. We will teach you to effectively leverage the benefits that each of these segments provide. While our scope of knowledge extends beyond visible diversity, we have not by-passed that area. In fact, having created what has been evaluated as the most effective social category diversity program in existence (The Race Awareness Workshop; evaluated 86%-94% effective), we are arguably the best in this diversity segment.

**The Benefits** – Research shows that organizations that implement comprehensive strategic diversity initiatives consistently experience the following benefits:

- Better Decision Making
- Increased Market Penetration
- Better Public Relations
- Improved Client Retention
- Improved Customer Retention
- Better, More Effective Processes
- Superior Customer Service

**Assessments** – Before an organization can leverage diversity it must conduct an in depth assessment of its current culture. Our assessments utilize multiple approaches to ensure maximum effectiveness. Measurement tools include focus groups, questionnaires and executive interviews.

**Strategic Planning** – We will partner with you to develop your overall diversity strategy. Areas include: Education, diversity mission statement, diversity visioning, staffing, recruiting, retention, develop criteria and select Diversity Task Force (DTF) members, diversity action plan, diversity councils, assessing your current culture and then providing constant counsel and advice to the executives and the DTF members.

Through our research and historical experience in the field, we have learned that the most effective and enduring diversity initiatives have the following characteristics: 1.) Are designed to impact your - Workforce, Workplace, Marketplace and Communities; 2.) Are inclusive in nature; 3.) Are strategic in design; and most importantly, 4.) Stress a collaborative process with management.

**Diversity Training** – We will customize training to fit your organizational needs and to cover every dimension of diversity - race, gender, multiple generations, multicultural teambuilding, skill-building, coaching, and more.

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