



BASIC DIVERSITY

## **The Race Awareness Workshop**

**"Brilliant seminar." Oprah Winfrey – Host The Oprah Winfrey Show"**

**The Race Awareness Workshop - America's premier diversity seminar - has been evaluated as the most effective race relations seminar in the country, and was the first program of any type to be featured for two full consecutive days on *The Oprah Winfrey Show*.**



"Large numbers of Baby Boomers are about to start retiring creating what the U.S. Census Bureau estimates to be a workforce shortage of at least 10 million people in the U.S. alone. Additionally, 1 out of every 3 U.S. workers is a person of color, that number is increasing exponentially, and by 2042 whites will no longer be the majority. The only organizations that will survive this demographic transformation are those that have adequately prepared their people. No executive, manager or professional, regardless of how talented, well educated or technically proficient, will survive this environment unless they have been taught solid race relations skills."

-- Al Vivian

**Al Vivian** is a nationally recognized leader and innovator in the field of diversity and inclusion, specializing in **Diversity Leadership**. He is the President and CEO of BASIC Diversity, Inc., a diversity consultancy that has been operating nationally for 35 years, and who's client list includes *AirTran Airways, CNN, Coca-Cola, DuPont, Emory University, Ford Motor, Georgia Power, Kroger, McDonald's, National Security Agency, Nortel Networks, Progress Energy, Russell Corporation, U.S. Steel, various municipalities, and The United States Army*. 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. He has been featured and quoted by media outlets from Atlanta, GA to Nairobi, Kenya; including CNN, FOX, NBC, PBS, Atlanta Journal & Constitution, and Chicago Sun Times. Al is a former Army Captain with two decades of experience in the Human Resources field.

**The Race Awareness Workshop** is a dynamic, intense and masterfully designed seminar that the majority of participants call a "... *life changing experience*". It was the first program to be the sole feature for two consecutive days on *The Oprah Winfrey Show*. No matter where your organization is in its strategic diversity process this program needs to be a component; either as the center piece or a supporting segment. It is the gateway to much deeper dialogue and will jumpstart your diversity initiatives. This seminar develops a keen racial insight which imbues participants with the ability to "connect-the-dots" from small, unintended, recurring racial themes to the negative cultural environment which they can create. This empowers participants with the skills to identify and correct previously un-recognized cultural patterns which could otherwise lead to diversity disasters. If you are looking to create "Diversity Champions" within your organization, especially around the issues of race, this is truly the seminar for you!

"Your program should be a prerequisite before attending any other diversity workshop ... it is only after experiencing your program that I am properly equipped to find the true meaning of the other wonderful diversity programs that are being offered."

Lisa P. Morse -- V.P.,  
Legal & Chief Compliance

### **Unparalleled 86% - 94% Effectiveness**

Three separate institutions (two major corporations and one university), working independently of each other and of BASIC Diversity, conducted in depth analysis and evaluations of their employees who had attended this seminar 3-5 years earlier. The results revealed that **86% - 94%** of those participants felt that the experience had not only improved their thoughts, opinions and attitudes towards people of other races; but that it also improved their actions and interactions with people of other races. No other program can make this claim. Participants also said that the *Race Awareness Workshop* tremendously **improved their confidence and comfort within multicultural environments**. Participants leave this seminar with both head knowledge and heart knowledge.



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### **Topics Covered & Insights That Are Acquired:**

- Societal mind-set on race & its **impact on organizations**
- Institutional and **structural racism**
- How to identify and **challenge racial stereotypes**
- **Behavioral patterns** and cultural norms of the majority and minority racial groups
- How to engage in **productive cross-racial dialogue**
- Interracial marriage
- **Business case** for improved race relations
- How **group perceptions** and stereotypes are/were formed
- **Research based data** surrounding race
- **Hands-on tactics to challenge racism** and other forms of discrimination

### **What Participants Say About The Race Awareness Workshop:**

*"Brilliant seminar."*

**Oprah Winfrey -- Host**  
*"The Oprah Winfrey Show"*

*"What an excellent program. It challenged many of my assumptions and has made me reevaluate my views on work, life, and American society. Al then provided us with tools and messages to help improve racial relations in our work and social settings – so we can help change things for the better."*

**Bill Johnson – President & Chief Executive Officer**  
**Progress Energy**

*"After years of attending diversity seminars, the BASIC Diversity seminar really gets it! This seminar should be required training for every person who considers him/herself a leader."*

**Cathy Lewis -- Vice President**  
**IBM Global Services**

*"The most profound two days of training I have undergone in 30 years in the workforce."*

**Eric John Ross -- Group Vice President, Operations & Services**  
**Nortel Networks**

*". . . Al Vivian's strategy, energy, and skills are by far the best I have experienced for race relations training and education. He is truly gifted!"*

**John L. Ford -- Senior Vice President and Dean of Campus Life**  
**Emory University**

*"This seminar has been the most important training I have received in my 31 years with Ford. I will be a better manager and, more importantly, a better person as a result of the knowledge and understanding I obtained in this seminar."*

**Milan D. Rulich -- Manager, Dealer Development | Western Region**  
**Ford Motor Company**

*"A must for any corporation or change agent who is serious about turning the corner and moving the needle to understanding and managing diversity.... It's a matter of survival for all of us."*

**Robert L. Young, Jr. -- Director of Diversity**  
**Allied Signal Aerospace**

*"All my life I felt an imbalance gnawing away inside myself where race relations were concerned. This exercise in honesty allowed me to resolve my internal conflicts. The seminar lasted two days, but its effects will last a lifetime."*

**Kim Croom -- Social Research Manager**  
**North Carolina Department of Commerce**

### **About Basic Diversity, Inc.:**

BASIC Diversity, Inc. is a full service cultural diversity training and consulting firm that has been operating nationally for thirty-five (35) years. Our client list includes some of the most recognizable brands in the world. Let us help you maximize the benefits and minimize the challenges that diversity can create. We will empower you with the skill-sets to positively impact your Workforce, Workplace, Marketplace and Communities that you serve. **To schedule seminar dates or to inquire about more information please contact us.**