



With Your Host  
Tom Floyd

## SHOW HOST

**Tom Floyd**, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

## GUEST BIOS

**Dr. Joel Freeman** is the president of the Freeman Institute, which offers corporate training with a special expertise in Black history, diversity, cultural awareness and understanding. His most recent book, *Return to Glory*, analyzes examples of African American success stories and offers a process for individual healing, hoping and cross-cultural understanding.

**Patricia Harris** is a Vice President of McDonald's USA and Global Chief Diversity Officer of McDonald's Corporation. Under her leadership, McDonald's has won several diversity awards including being voted as one of the "35 Great Places to Work" by *Essence Magazine* and one of the "30 Best Companies for Diversity" by *Black Enterprise Magazine*.

**Pat Perkins** is an executive coach, professional speaker, and CEO of Exodus Coaching, Inc. She is also the Co-Chair of Strategic Partnerships for the Black Professional Coaches Alliance (BPCA), a nationwide network of African-American personal and executive coaches dedicated to the transformation of the African-American community.

**Pat Thomas** is the founder and lead executive coach of Thomas Coaching Company, Inc. Pat is a regular speaker at events, including the *Essence Magazine's* "Women Who Are Shaping the World" Leadership Conference. Pat's articles on coaching topics have appeared in several publications, and she has also been quoted in *The Wall Street Journal* and *Black Enterprise Magazine*.

## Coaching African American Audiences and Teams

MONDAY JANUARY 14TH, 2008

11AM PT (2 PM ET)

*African-Americans have had major influence on societal/cultural trends and business innovations, yet this group remains largely underrepresented in the corporate world. The group makes up just a small fraction of Fortune 500 company leadership, major college campus populations, and business school graduates.*

*How can coaching help companies find, attract and retain African-American talent?*

*What issues are important for coaching African-American business teams or marketing to African-American audiences?*

### HIGHLIGHTS

Our nation celebrates Martin Luther King Day next week on January 21st, in celebration of diversity and in recognition of the legendary African American leader of the Civil Rights Movement.

According to the **U.S. Census Bureau**, as of July 1st, 2006, the estimated population of African Americans in the United States is **40.2 million**, making up **13.4 percent** of the total U.S. population.

However when looking across the business landscape, many experts note that African Americans still remain largely underrepresented in the corporate world.

In 2006, the **Executive Leadership Council (ELC)**, a professional network for senior-level African American executives, found that 32% of the top 500 publicly traded companies do not have African American board directors and 68% have at least one.

Why is this group under-represented within Corporate America today?

And how are coaches who specialize in working with African American audiences and teams helping to cultivate and grow leaders within this group?

Our panel of experts address these questions and more.

Highlights of the show include:

- How coaching African Americans can be distinctive from other groups.
- The importance of embedding acceptance and diversity as cultural values within an organization.
- How unique characteristics specific to the African American cultural group translate within the business world.
- Best practices and examples of how McDonald's has become a global diversity leader.
- Why it's important for African American managers to demonstrate accountability in overcoming obstacles in the workplace.
- The work coaches are doing in helping non African-American managers and employees in uncovering their own paradigms and limiting beliefs.

For more information on **Insight on Coaching**, feel free to contact Tom directly at [tfloyd@ieconsulting.biz](mailto:tfloyd@ieconsulting.biz)

*"I WORKED WITH ONE GOVERNMENT AGENCY, AND WE HAD THE 50 SENIOR-MOST PEOPLE IN THE ROOM TALKING ABOUT OPENING THE DOORS TO WOMEN AND MINORITIES. OUT OF THE 50 PEOPLE PRESENT, THERE WERE 47 WHITE MALES AND 3 WOMEN. OF THOSE 3 WOMEN, 1 OF THEM WAS AN AFRICAN-AMERICAN WOMAN. IT WAS JUST A FASCINATING THING TO SEE THE LANDSCAPE BEFORE ME."*

**DR. JOEL FREEMAN**

*"I THINK THERE IS ACCOUNTABILITY ON THE AFRICAN-AMERICAN MANAGER TO MAKE SURE WE ARE DOING WHAT WE NEED TO DO TO GET IN THE INNER CIRCLE, TO MEET THE APPROPRIATE PEOPLE, AND TO MAKE SURE WE ARE INCLUDED. THAT SAID, THERE ARE TIMES WHEN COACHES HAVE TO WORK WITH NON-AFRICAN-AMERICAN LEADERS TO MAKE SURE THEY ARE DOING THE RIGHT THINGS TO BUILD AN INCLUSIVE ENVIRONMENT."*

**PATRICIA HARRIS**

*"FOR MANY AFRICAN AMERICANS, IT'S REALLY 'HOW DO I GET HEARD? HOW DOES MY VOICE MAKE AN IMPACT? HOW CAN I BE SEEN AS A VALUABLE PLAYER IN THIS ROOM WHERE I'M OUT-NUMBERED?' MAYBE THERE ARE CERTAIN PERCEPTIONS, BIASES THAT ALREADY EXIST. MAYBE THERE ARE SOME ISSUES WITH CREDIBILITY BECAUSE I DON'T LOOK LIKE YOU. THOSE ARE SOME OF THE THINGS THAT I HAVE PERSONALLY COACHED AROUND."*

**PAT PERKINS**

*"IT IS IMPORTANT FIRST TO MAKE A LEADER AWARE OF WHAT MAY BE A LIMITING BELIEF ABOUT A DIVERSE MEMBER OF THEIR TEAM, WHETHER IT IS AT A SENIOR, MIDDLE OR ENTRY MANAGEMENT LEVEL. AS COACHES WE WORK THROUGH THAT TO HELP THEM SEE THE OPPORTUNITY TO SHIFT THEIR PARADIGMS, AND SEE THE IMPACT THEIR LIMITING BELIEFS MAY BE HAVING ON THEIR TEAMS."*

**PAT THOMAS**

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