



Cook Ross is a diversity, inclusion, and cultural competency consulting firm leading the way for hundreds of organizations across the globe.

Cook Ross is a nationally recognized, woman-owned consulting firm specializing in training and education in the area of diversity, inclusion, cultural competency, and organizational culture change initiatives.

Our experience has taught us that by focusing on the three essential and interrelated components of *people, purpose and process*, organizations can not only survive the management of diversity, but can thrive as a result. We view diversity as a powerful resource that can be globally acknowledged and managed to create unprecedented learning and growth as well as an issue of legal compliance and awareness. We believe that attention to diversity, if done well, can also improve productivity, morale, work satisfaction, creativity, internal and external communication, leadership, satisfaction in the communities that are being served, and profitability.

Experience

For 20 years, Cook Ross has provided diversity and inclusion, cultural competency, and organizational development solutions to hundreds of organizations across the United States as well as in 10 countries outside the U.S.

We have developed and delivered diversity education and culture change efforts for global organizations with over 200,000 employees and multiple lines of business, as well as small firms needing specialized training solutions.

We are experts at providing and training facilitators to deliver a broad range of efforts with the highest standards of quality.

Commitment to Client Service

Cook Ross is committed to providing extraordinary consulting, training, and facilitation services to our clients. We also develop innovative products which support organizational learning and change.



Training Approach and Philosophy



Cook Ross, Inc. is committed to creating organizations in which all people communicate effectively, recognize their value, develop themselves as leaders, and contribute powerfully to their organizations. This commitment extends to creating and nurturing learning communities. Cook Ross believes that effective, constructive, and productive learning communities are based on the following fundamental principles:

Inclusion: Cook Ross uses a variety of techniques to help participants feel safe and comfortable in expressing their views, even if those views are not popular or “politically correct.”

Respect: Cook Ross facilitators are highly skilled in creating learning environments in which participants can expect unconditional respect for their participation.

Openness: Cook Ross helps participants to develop generous listening skills so that they can reap the benefits of truly understanding other points of view.

Participation: Cook Ross involves participants in simulations, case studies, problem solving, and many other types of activities that enhance ongoing dialogue during the learning process.

Experience: Cook Ross draws on the life experiences, skills, knowledge, and inquiry of participants in order to create a meaningful and relevant learning experience.

Risk: Cook Ross creates an environment in which people can lean into their fears and explore different and new ideas.

Truth Telling: Cook Ross measures its success in terms of the extent to which participants are willing and able to tell their truth.

Action: Participants are encouraged to create their own personal action plans, and receive coaching and support in their planning.

Cook Ross Training Services

There are many approaches to conducting diversity, inclusion and cultural competency skills training. Our curriculums alone or in combination are designed to ensure a comprehensive, systems-based approach to diversity in organizations. Trainings are tailored to meet the specific needs of our clients



whether for recruiting and retention issues or better customer service and delivery in global markets. Below you will find a few of our course topics that have been successfully implemented in this framework.

■ **ReInventing Diversity for the 21st Century**

Millions of dollars and thousands of hours have been spent on recruiting efforts, marketing efforts, and diversity trainings, and yet there are clearly still new and on-going problems to solve and opportunities to explore. Re-Inventing Diversity for the 21st Century focuses on the paradigm of diversity in the past, and what does it need to be for success in the new millennium; the distinctions between efforts that are “well intended” and those that are really working; and how do we re-energize ourselves to create new possibilities for our clients and organizations that can counteract our growing ‘diversity fatigue’. [1-2 Day Training / 4 hour Executive Roundtable / 2 hour Speaking Topic / 60 minute Web Seminar]

■ **Exploring Unconscious Bias**

For years it has been clear that people make decisions every day that impact some groups more negatively than others: decisions about hiring, about purchasing, about promotions, about job assignments. More and more we are discovering that most of these decisions are not made by bad people with bad attitudes, but rather by well-intended people who have no idea about the unconscious process that they use to make decisions about people who are different from them. Exploring Unconscious Bias is an innovative new course that examines how unconscious bias develops and how it impacts people, diversity efforts; and the impact it has on creating successful culture change. [1-2 Day Training / 4 hour Executive Roundtable / 2 hour Speaking Topic / 60 minute Web Seminar]



Cook Ross Training Services

■ **Beyond Babel: Enhancing Cross Cultural Communications in a Diverse World**

The story of the Tower of Babel may be biblical, but its dynamics are real. Our world is becoming increasingly diverse, and communicating with each other across cultures has become increasingly challenging. This course is designed to help your people better understand how distinctions of communication may impact and enhance their ability to work with each other and serve their customers, clients and patients. Each participant receives a copy of Cook Ross's Cultural Communication Guide, as a resource for putting their learning into action after the training. [1 Day Training / 4 hour Training / 60 minute Web Seminar]

■ **Cultural Competency in Healthcare**

Our commitment is to systematically help organizations manage diversity and to become culturally competent. The Cook Ross approach to Cultural Competency includes 1) Awareness of the impact of cultural factors on providers' and patients' health values, beliefs, and behaviors; 2) Knowledge of cultural issues: disease incidence/prevalence among groups, ethnopharmacology, and historical factors that might shape health behaviors, as well as legal, social, and cultural dynamics; and 3) Skill building that includes methods for understanding how patients' conceptualize and understand their illnesses, as well as ways to communicate and provide treatment. [1-2 Day Training / 4 hour Training / 2 hour Speaking Topic / 60 minute Web Seminar]

■ **Strategic Diversity Planning for Law Firms**

The talent pool that law firms draw from is becoming increasingly diverse. It was not long ago that graduates of American law schools were overwhelming white male. Not true anymore. For the past couple of years the majority of law school graduates have been women and the percentage of people of color graduating has increased, with particularly dramatic increases among Asians and Hispanics. This course gives law firms the tools to not only attract this talent but to successfully retain them. Topics to be covered include the business case for diversity in the legal industry; issues of culture and how it impacts performance; distinctions between diversity programs and EEO compliance; and examination of real case studies presented as scenarios for discussion. [1 Day Training / 4 hour Executive Roundtable / 4 hour Training / 60 minute Web Seminar]

Cook Ross Training Services

■ Re-Inventing Talent Management in the 21st Century

Understanding our unconscious patterns is perhaps the single, most important awareness we can bring to the complex task of bringing in and retaining the best talent for our organizations. We may feel an instant connection with someone – or a gut-level distancing – based on first impressions that may be affected by culture differences. The challenge is that we don't always recognize how our own interpretations of another individual's personality might be affecting our choices unintentionally. This course is designed to move managers out of their own way in order to recruit and ultimately develop the very best talent. [1 Day Training / 4 hour Training / 2 hour Speaking Topic / 60 minute Web Seminar]

■ Cultural Competency for Sales Teams

This course is designed to expand on the sales training typically focused on products by adding the following relational components: exploring unconscious bias and how it effects leads and closing sales with prospects; developing competency in tools to support culturally competent behavior in the sales environment; and practicing cultural intelligence for a variety of cultural backgrounds. Each participant receives a copy of Cook Ross's Cultural Communication Guide, as a resource for putting learning into action after the training. [1 Day Training / 4 hour Training / 60 minute Web Seminar]

■ Dynamic Choices for Women

This course is the perfect solution for organizations looking to retain and attract women. Until now, many women felt they needed to assimilate to the male dominated culture in order to be successful, and as such, have given up core parts of who they are. We now know that women have unique views and approaches to values, performance, on the job behavior, career development, managing relationships, and how one relates to the workplace. Can also be tailored specifically for Women of Color. [1 Day Training plus Individual Coaching per participant / 60 minute Web Seminar]

■ Creating a Strategic Whole Systems Diversity Plan

By utilizing the Cook Ross Diversity Systems Map™, a tool for understanding, assessing, and developing a strategic diversity plan that impacts the entire organization, this course helps participants to understand the greater complexity of diversity and inclusion as it is applied to many areas of an organization. Not only will participants focus on how diversity and inclusion applies to their own areas but how it fits into the larger diversity and inclusion plan for the entire organization. [2-5 Day Training plus Individual Coaching Sessions / 4 hour Executive Roundtable]



Cook Ross Products

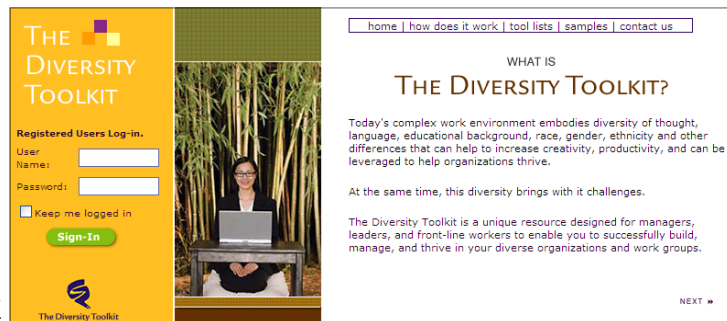
■ CultureVision™

CultureVision™ is a web based tool that enables healthcare facilities and professionals to provide culturally competent patient care. Annual subscriptions to this comprehensive database provides information on almost 30 cultural groups and 10 religious groups on such topics as communication, family patterns, diet and nutrition, treatment protocols and ethno-pharmacological issues.



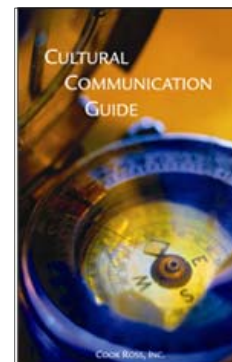
■ The Diversity Toolkit

The Diversity Toolkit is a unique resource designed for managers, leaders, and front-line workers that enables them to successfully build, manage, and thrive in your diverse organizations and work groups. There are two annual subscription versions — **'The Diversity and Inclusion Toolkit'** for anybody interested in learning and practicing how to thrive in an increasingly diverse workforce and **'The Diversity Manager's Toolkit'** specifically for managers and leaders who are leveraging the benefits that diversity brings to the workforce.



■ Cultural Communication Guide

The Cultural Communication Guide is the easy-to-use resource for fostering cross-cultural communication, increasing comfort with diverse cultural styles, and learning how to communicate in ways that are meaningful and inclusive. The guide identifies areas of differences among cultural communities which, when unknown, may compromise trust and respect. We describe communication tendencies observable among many US cultural groups as a resource for fostering cross-cultural interactions that are comfortable, meaningful, and inclusive. Also available in e-book format.



Cook Ross Products

■ CCLI™

The Cultural Competency Leadership Indicator™ is a web based tool that provides everything you need to gain feedback on the cultural competency and leadership skills of your team. Almost everyone has blind spots and unconscious biases that affect their performance without them even knowing it. Feedback is essential to success; upon completion of the survey session, participants receive a report that can be used to help them create a personal development plan to improve their levels of cultural competency and leadership skills.

■ E-Learning

Cook Ross has the experience and the know-how to develop web-based training for clients. Our E-Learning is designed to provide personalized training through web-based technology that allows participants the flexibility to complete modules on their own time and at their own pace. Through interactive instruction and with real-time feedback individuals can effectively learn the concepts and skills necessary around diversity, inclusion and cultural competency.

■ Web Seminars

The Cook Ross Web Seminar series invites diversity practitioners to explore critical topics of cultural competence, diversity and inclusion. The goal of each seminar is to help participants apply the information both personally and professionally and gives concrete tools to create a more inclusive environment in their workplace. IACET CEU contact hours are available for many of our courses.

■ Newsletters

We know how busy you are, so let Cook Ross do the work for you! As content experts in diversity, inclusion and cultural competency we can supply your organization with a ready to be published newsletter that can be distributed internally to employees. We even save space for you to include your own company content. Quarterly and Bi-Annual options are available.





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