

A WHITE PAPER FROM COOK ROSS, INC.

SAMPLE

ReInventing Diversity

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ABOUT THE AUTHOR



Howard J. Ross, Founder and Chief Learning Officer of Cook Ross, Inc. is an expert in enhancing business productivity and opportunity. Howard brings his lifetime experience as a successful business leader to organizations nationwide as an executive coach and change agent. An internationally recognized speaker on diversity, leadership, and organizational change, he is regarded by numerous senior executives as a trusted advisor and confidante.

A former educator, Howard began his career in the 1970s as a classroom teacher and then administrator in a private, not-for-profit school program. He was credited with a huge expansion of the program – tripling it in size in a single year – and the expansion of reduced cost and public assistance services to low income families.

As a successful businessman, Howard has the breadth of experience to provide practical and realistic advice to decision makers. He has dealt with and managed the same dynamics he helps his clients with daily: financial restructuring, technology, giving feedback, downsizing, and performance building. As Founder & Chief Learning Officer of Cook Ross, established in 1989, he helps other businesses—which range from educational institutions and non-profits to unions, the media and Fortune 500 companies—tap into the power of their greatest strength—all their people, to make their organizations the best it can be.

Howard was hired by the Atlanta Braves to help them deal with the aftermath of the infamous John Rucker incident, working directly with the Braves major and minor league players in spring training camp; training managers and coaches throughout the system to be more attuned to diversity issues; and later with the Braves organization developing an ongoing diversity plan. Howard has counseled numerous other organizations in “diversity emergency” situations, lawsuits, etc.

Howard has successfully led large-scale organizational culture change efforts in the area of diversity management and cultural integration in professional services corporations, Fortune 500 companies, and retail, health care, media, and government institutions. Cook Ross clients include the Johns Hopkins University Applied Physics Laboratory, Intelsat, the Washington Post, National Geographic, Bon Secours Health System, Tyco International, AT&T, Prudential Home Mortgage, Gannett, DC Public Schools, GEICO, the American Red Cross, National Public Radio, East Carolina University, Georgetown University Institute for Leadership Development, KPMG, PricewaterhouseCoopers, Howard University and the Howard University Law School, Marriott Corporation, Hurley Medical Center, the Food Marketing Institute, the City of Flint, Michigan, and the Ojibwa Indian Reservation.

Howard has also facilitated numerous board development sessions for dozens of diverse organizations such as Hurley Health System, Leadership Washington, the Washington Hotel Association, Atlantic Health Systems, Whole Foods Market, INROADS of Greater Washington, and the Greater Washington Board of Trade.

Howard is past chairman of Leadership Washington and a former director of the Greater Washington Board of Trade. He regularly volunteers on the boards of organizations that create opportunities for youth leadership, including Operation Understanding DC, Lydia’s House, Greater DC Cares, the National Council for Community and Justice (NCCJ), and INROADS of Greater Washington. He has served as a pioneer in fostering breakthroughs in mutual understanding between different races, religions, and lifestyles. Howard was the 2007-2008 Johnnetta B. Cole Institute Professor of Diversity in Residence at the Bennett College for Women in Greensboro, North Carolina, serving as the first white male diversity professor in an historically Black women’s college.

Howard received his undergraduate degree in history and education from the University of Maryland and pursued postgraduate studies in administration, management, and organizational development at Wheelock College in Boston.



The state of diversity was fully present in all of its complexity on November 4, 2008. On the one hand, the election of Barack Obama was a historic reminder of how far we have come with regard to a new sense of diversity acceptance. On the other hand, the passage of Proposition 8 in California, and similar anti-gay marriage referendums that have been passed throughout the country, demonstrates how far we still have to go. In addition, the global economic crisis and the international reaction to Obama's victory have made it clearer than ever how interconnected the world has become. What exactly is the state of diversity today?

The seeming dissonance of these events gives us a picture of the challenge we face in diversity today. We are bedeviled as individuals, families, organizations, and nations in our attempts to be more inclusive, tolerant, and accepting of fundamental human and cultural differences. We are at a crossroads between a time of incredible opportunity and potential peril as we attempt to

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Major worldwide demographic shifts are challenging our cultural literacy and understanding of people from various backgrounds. More profoundly, the economic, psychological, emotional, and physical security we have derived from a strong collective national identity is more strained than ever. The current Iraq and Afghanistan wars, immigration issues, religious polarization, a faltering economy and the struggle for public and private institutions to assimilate large numbers of new citizens from unfamiliar backgrounds make this journey even more tenuous.

Change is constant. Yet in times of turmoil, we all seek familiarity. We cannot recover the past. Attempts to do such are futile and stifle our ability to

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grow our wealth and expand our consciousness. As the author Thomas Wolfe wrote, "You can't go home again." Perhaps a better way to say it would be, "You can't go home in the same way again." A more prosperous and peaceful world requires us all to embrace new partners with different linguistic and cultural backgrounds. Public and private institutions and their leaders and stakeholders must strive to include those who traditionally have been disenfranchised on the basis of race, gender, disability, sexual and religious orientation, and age. Only then can we move past our natural discomfort in confronting difference and foreignness to find "a new way home."

Consider these statistics from the U.S. Bureau of Census: By 2020 and 2050, the Caucasian population in the United States will drop to 64 and 53 percent, respectively. In the middle of the next century, the African-American population would nearly double its 1995 size to 61 million. The racial ethnic groups with the highest population increases will be those of Hispanic-Latino and Asian and Pacific Islander origins, with annual growth rates that may exceed 2 percent until 2030.

The opportunity is unques-

The Impossible to Ignore Reality of Globalism

- ◆ If you're one in a million in China – there are 1300 people just like you. In India there would be 1100 million people just like you.
- ◆ The top 25 percent of the population in China with the highest IQs – is greater than the total population of North America. In India, it's the top 28 percent. India and China have more honor students than Americans have kids.
- ◆ In 2006, there were 1.3 million college graduates in the United States, 3.1 million in India, and 3.3 million in China.
- ◆ 100% of college graduates in India speak English.
- ◆ In ten years, China will become the number one English-speaking country in the world.
- ◆ If you took every single job in the U.S. today and shipped it to China – it would still have a labor surplus.
- ◆ In the next 8 minutes, 60 babies will be born in the U.S., 244 babies in China, and 351 babies in India.
- ◆ Through radio, it took 38 years to get information out to 50 million people. Through television that number was cut to 13 years. Through the Internet it takes 4 years;
- ◆ There are now 600 million Internet devices in the world.
- ◆ In 2007, 1 in 8 married couples met online – many with people from different countries.
- ◆ Daily text messages now exceed the population of the planet.
- ◆ Two billion children live in developing countries, with one in three never completing the fifth grade. Feeding and educating these children has become a global health and economic challenge.

Learn more about
ReInventing Diversity
for the 21st Century.

www.reinventingdiversity.com

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ABOUT COOK ROSS

Cook Ross, Inc. is a nationally recognized, certified woman-owned consulting firm. We provide diversity, inclusion, and cultural competency solutions in training, consulting products and excellence of service to hundreds of organizations across the United States, as well as ten countries around the globe.

Our methodology is built around a transformative approach to Diversity and Inclusion Consulting, ReInventing Diversity for the 21st Century. This approach creates sustainable change in organizations by replacing race-based, US-centric, 'us vs. them' diversity training with a systems model that explores globalism, cultural intelligence and cultural flexibility, inherent human tendency toward bias, and unconscious organizational patterns that exist which impact the way employees, vendors, and customers from different cultures, ages, and backgrounds all relate to each other.



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