



HELPING YOU BECOME THE INCLUSIVE
LEADER IN YOUR INDUSTRY.

Beth Ruffin

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Hi, I'm Beth!

It all started in my hometown of Abington, PA, where I had the great opportunity to attend school surrounded by people from all races, ethnicities, sexual orientation, and socioeconomic classes. I consider myself fortunate to have friends that are so diverse and different from me.

I then spent many years in Pittsburgh, PA after graduating from the University of Pittsburgh and eventually entered the field of insurance. Insurance was not a diverse industry at all. There were many times when I became the first Black woman to enter a room or a management position and far too many times, I was the only person in the room who looked like me. I spent much of my Corporate career begging for my value to be seen.

Much of my career was in account management, where I worked with large clients, ensuring they had everything they needed to be successful. I loved traveling across to different parts of the country to visit clients and build new relationships. I've always been that way – I've loved meeting new people and making new friends while providing out of box solutions to their problems.

5 years ago, I got the wonderful opportunity to build the Diversity, Equity, and Inclusion program for my employer, a Fortune 250 Company. It gave me the chance to do all the things I loved: work with people all over the country, teach others, and create. And I was focused on one of my core values: inclusion.

I couldn't believe that I got paid each day to teach people how to be inclusive. I got to talk about things like race, ethnicity, gender, sexual orientation, ability, and more. I realized that for a lot of people, these topics can be quite uncomfortable. But I had a knack of making people comfortable with the uncomfortable. So, I spent the next few years learning everything I could about DEI practice, theory, and education. In 2019, I left Corporate America, after 20 years to start my own consulting firm and I've written 2 books and created a podcast too!



Service Offerings

DEI AUDIT & STRATEGIC DEVELOPMENT

Current state analysis to identify tangible action steps, followed by development of 3-year strategic plan, defining vision, mission, focus areas, scorecard, and strategic goals.

STAFF TRAINING

Interactive training sessions to help develop diversity & cultural competency through awareness knowledge, and skills. Topics include: inclusive leadership, bias, microaggressions, allyship, inclusive recruiting, cultural competency, and diversity of thought.

REVERSE MENTORING

Program Pairs Senior Leaders with diverse employees to learn diverse perspectives in order to provide personal development and influence change at the Executive Level.

MANAGER TOOLKIT

Training and tools for managers, including Meetings in a Box which will allow managers to discuss Diversity & Inclusion with their teams.

FACILITATED DIALOGUES

Facilitated conversations around sensitive topics such as race and ethnicity, gender, LGBTQ, and ability.

EXECUTIVE COACHING

1-1 Coaching around DEI to help participants gain self-awareness, create goals, achieve development objectives, unlock their inclusive potential, and learn how to role model inclusive behavior.

Sampling of Speaking Topics

Ally Training

Learn various tactics and practical skills to become better allies for the underrepresented in professional environments.

Diversity of Thought

This fun workshop allows participants to work through personality differences to reach a common goal.

You Belong Here

This keynote speech will show attendees how to focus on their own dreams, desires, and goals so that they can feel seen, heard, and valued within themselves.

Event Photos



CHECK OUT MY LATEST TEDx TALK BY VISITING THE LINK BELOW:

<https://youtu.be/4ThilbnBU8A>

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