

TEACHING YOU HOW TO INCLUDE
YOURSELF AND OTHERS

Beth Ruffin

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Hello, 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 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-the-box solutions to their problems.

Towards the end of my Corporate Career, 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 for making people comfortable with the comfortable.

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 two books and created a podcast**, too!

Service Offerings

Manager Toolkit

This comprehensive resource equips managers with the knowledge, skills, and tools to lead diverse teams and foster an inclusive work culture effectively. The Manager Toolkit covers various topics, including unconscious bias awareness, inclusive hiring practices, fostering belonging in the workplace, and conflict resolution in diverse teams.

Employee Engagement Survey and Focus Groups

Want to know what your team is truly thinking and feeling about your company's culture and DEIB efforts? This service allows employees to share their experiences, perceptions, and suggestions for improvement in a safe and confidential manner, thereby allowing you to truly understand the current state of diversity and inclusion within your organization.

Training Sessions

Interactive learning sessions featuring topics such as bias, microaggressions, allyship, inclusive recruiting, cultural competency, and inclusive leadership to move your organization & staff forward in their DEIB journey.

Consulting

Have questions about something DEIB related? Need guidance on a project? Want to partner on a new initiative? Consulting services are a collaborative approach to work closely with your organization to assess current practices, identify gaps, and develop tailored strategies to drive meaningful change.

Strategy Development

A 1-year proprietary process that takes your organization from theory to action through an organizational assessment, 3-year strategic plan and resource development.

Keynote Speech

60-90-minute speech to kick off or end your event. Includes a customized, unique speech, tailored to your audience that will inform, excite, and empower them to action.

Executive Coaching

1:1 coaching to help senior leaders navigate the complexities of building inclusive workplace cultures. The goal is 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

Allyship

Allyship is a pivotal element in the formation of inclusive work cultures. Receive the tools and knowledge needed to evolve into impactful allies for underrepresented groups.

Unconscious Bias

Elevate awareness and foster inclusion. Discover how biases influence decisions, and equip yourself to cultivate a more diverse and equitable workplace.

You Belong Here

Learn how to focus on your own dreams, desires, and goals to bring out the best version of yourself.

Event Photos



Testimonials

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What continues to draw me to Beth's work is that she really has this open-the-front-door kind of approach. She's so open. She doesn't make anyone feel judged. She creates safe spaces, which is not an easy thing to do in equity, diversity, and inclusion work. She really gets to know the person she makes you feel seen.

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Tamara King

Chief Equity and Engagement Officer
Richland Library



La Ruchala Murphy

Arts Industry Director
South Carolina Arts Commission

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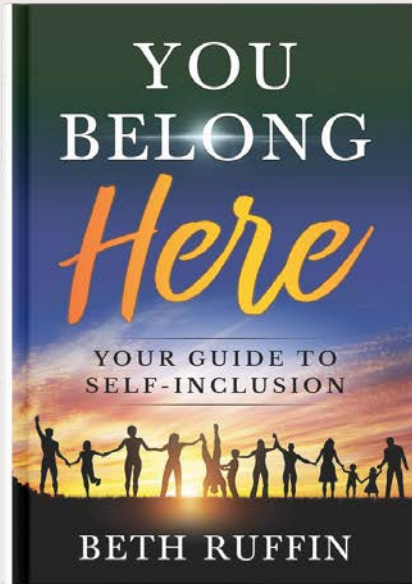
My biggest takeaway [in working with Beth] was being personable, even though it was within a work setting over a virtual platform, to still be able to connect with people through the technology on a personal level and identify what their needs are within the parameters of this work.

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Books and Podcast



Get Up
2019



You Belong Here
2020



You Belong Here Podcast
New Episodes Every
Wednesday

Previous Clients







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