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Keynote
& Addresses
Presentations

Dr. Shelton Goode is the president and chief executive officer of Icarus Consulting a veteran-owned consulting firm that specializes in helping organizations create inclusive cultures that leverage diversity and inclusion for a competitive advantage. Icarus Consulting accomplishes this by developing strategies which enable their clients to attract, develop, and retain highly skilled talent from an emerging diverse workforce and, at the same time, enhance the engagement, knowledge, and skill of current employees.

He is a business executive with over 20 years of diversity, inclusion, HR and higher education experience. He has held executive positions for companies ranging in size from $300M to $11B+ and has developed or implemented talent management programs, performance management systems, sales incentive plans, labor relations strategies, and large-scale culture change initiatives.

Dr. Goode was a senior D&I executive at the Metropolitan Atlanta Rapid Transit Agency, Oshkosh Corporation, Pennsylvania Power & Light (PPL), Georgia Power, Southern Company, and Alabama Power. Based on the results achieved in these positions he earned the reputation as a strategic yet results-oriented leader.

Dr. Shelton J. Goode

President and CEO

Icarus Consulting, LLC.

The author of "Diversity Managers: Angels of Mercy or Barbarians at the Gate," Dr. Goode learned the value of diversity and inclusion first-hand by rolling up his sleeves and providing CEOs and senior executives with counsel, insight, resources, tools and innovative ideas that helped advanced their companies' strategic business goals. For the last ten years, he has leverage seasoned leadership and consulting skills to help companies implement diversity manage initiatives which enhanced their talent acquisition, employee retention, and employee engagement strategies.

Because of his passion for education, Dr. Goode has used his knowledge and experience to teach and mentor others. In 1993, he was awarded the first-ever African American Doctoral Fellowship by Troy University and began teaching at the university in 1996. Since that time, he has been dedicated to helping adult learners achieve their educational goals. For example, as an Adjunct Professor at Troy University, Dr. Goode taught thousands of students in the school's master's in public administration program. His teaching excellence was recognized when he received the schools prestigious Faculty Member of the Year Award in 2005.

He leveraged his extensive teaching experience to publish his first book, "So You Think You Can Teach: A Guide for the New College Professor in Teaching Adult Learners." He is also the founder and CEO of My ABD Network, an organization which helps students succeed in doctoral education programs.

Dr. Goode, a highly-decorated Air Force veteran, has not only served the country in time of war but also consistently served his community in a time of need. In July 2011, the Supreme Court of Georgia appointed him to the State Bar Ethics Investigative Panel. He was one of only three non-lawyers serving on this prestigious panel. He chaired the Conference Board Diversity and Inclusion Leadership Council and has served on the board of numerous professional organizations such as the Atlanta Compliance and Ethics Roundtable, American Association National of Blacks in Energy, Society for Human Resource Management, and the Atlanta and Diversity Management Advocacy Group.

The National Association of African Americans in Human Resources awarded him their HR Trailblazer Award in 2005 and 2012 -- the only person selected for the award twice. In April 2013, the Technology Association of Georgia presented him with the organization's first Lifetime Diversity Achievement Award for his body of work in diversity and human resources.

He received his bachelor's degree from Southwest Texas State University (now Texas State University) and his master's degree in Human Resource Management from Troy University. He obtained his Doctorate in Public Administration from the University of Alabama. Dr. Shelton Goode speaks nationally on a variety of public administration, human resource, ethics and diversity topics.

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Diversity Strategies that Yield Results: What works and What Doesn't

L eaders who want to integrate cost-effective, battle-tested initiatives don't have enough tools and resources to identify and apply best practices to actual work situations. These programs demand time, energy, and money—and the empirical evidence about outcomes is limited. The few studies out there contradict each other, which can make it nearly impossible to determine what practices to implement.

Diversity in the workplace is now a given, and the ability to effectively navigate human differences is now essential to personal and organizational success. However, few people

managers possess the skills necessary to communicate with their diverse work teams effectively, and even fewer leaders know how to manage diverse teams or inspire them to produce the superior results. During this address, leading HR and diversity executive and best-selling author, Dr. Shelton J. Goode will share his personal expertise and professional best practices as described in his recent book:

"Diversity Managers: Angels of Mercy or Barbarians at the Gate".

By the end of the presentation, participants will:

- Understand the surprising reasons why human diversity can be difficult to navigate in the workplace

- Gain clarity about why diversity programs fail

- Understand the real reasons why "doing diversity" is now essential to personal and organizational success

- Understand best practices creating inclusive work environments and leading diverse teams
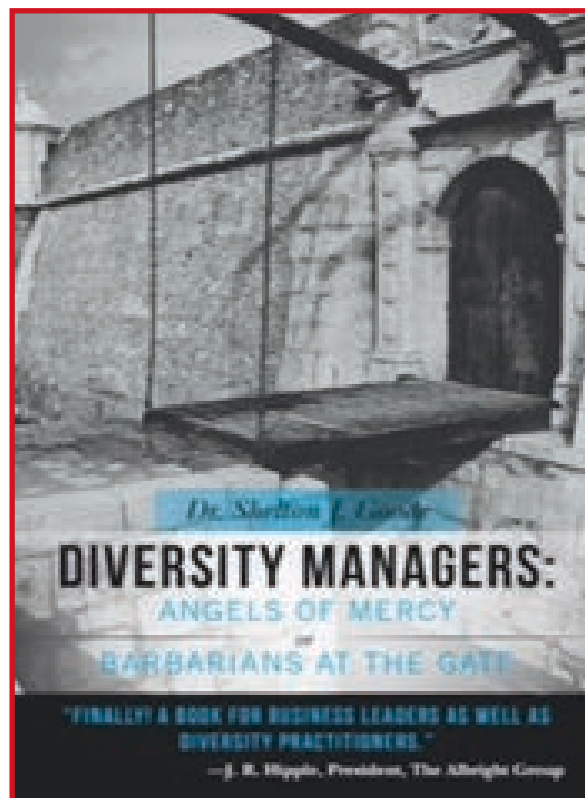
Silence is a NOT Golden: Understanding Sexual Bias, Discrimination and Harassment in the Workplace

Despite the recent focus on harassment by the #MeToo movement, abuses of power are a persistent and widespread workplace issue. How can organizations combat harassment and improper behavior? It starts with the culture. Dr. Shelton J. Goode presentation focuses on how the failure of organizational culture leads to toxic behaviors and what your organization can do to ensure a safe environment.

As we all know, there are many complicated reasons why we, as a nation and as individuals, often avoid discussing sexual bias, discrimination, and harassment at work. Whereas there may be situations where this approach is appropriate, the collective impact is that we cannot solve for what we can't talk about. As a result, significant disparities in hiring, development, promotion, and salary continue to exist along gender lines. Current events are demonstrating a strong need to finally address this topic openly and help move us forward as a nation.

This session addresses sexual bias from two angles:

- What insight does an individual need to understand disparate treatment based on gender?
- What can each of us do to improve relationships at work?

Using a series of experiential and interactive approaches, participants will leave the session having had a personally moving and professionally empowering experience.

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Coaching Leaders Through Crisis

Our World is continually changing. Corporate and community leaders need to understand the needs and demands of society are vital in playing a significant role in impacting the sustainability and growth within our companies, communities, and the country! When social issues invade the workplace, leaders are often faced with having to quickly diffuse and address heightened emotions while also maintaining a satisfactory level of productivity. But how? Dr. Shelton Goode, DPA, and Executive Director of Diversity and Inclusion for the Metropolitan Atlanta Rapid Transit Authority (MARTA) will present a high impact engaging discussion about how leaders can effectively address challenges organizations face in response to social and community crisis. This presentation will focus on today's climate, and the responsibility leaders have inside and outside the walls of the organization.
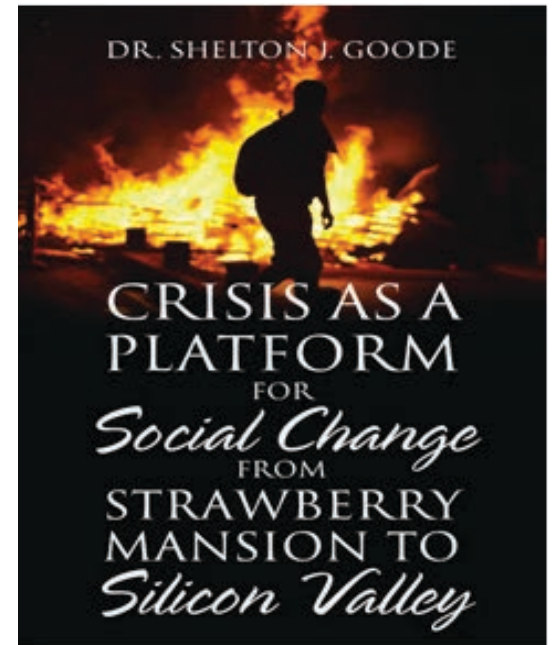
Dr. Goode will discuss areas of opportunity on topics such as social responsibility, external social justice issues and how they impact the organization, as described in his book

"Crisis as a Platform for Social Change from Strawberry Mansion to Silicon Valley."

Specifically:

- What does it mean to have an organization that is culturally competent?

- What role should human resources play in the context of people support before, during, and after crisis events?

- How can an HR professional ensure s/he is appropriately prepared and trained to help employees and leaders before, during, and after community and social crisis events occur?

- What are the key strategies that HR needs to execute to facilitate a thoughtful discussion about potential disrupts to the organization?

Mega Trends Shaping the Future of Work

An overview of the leading workforce and labor trends that will affect all organizations in the upcoming years. Our world is continually changing. HR leaders need to understand the needs and demands of society are vital in playing a significant role in impacting the sustainability and growth within our companies. Several employment trends are coming to dominate the competitive success of every organization. During this keynote address, diversity and HR thought-leading and bestselling author, Dr. Shelton J. Goode will share his research and insights on these emerging workforce trends.

Specifically:

- What are some of the workforce mega-trends that may impact talent attraction, development, and retention strategies?

- What role should human resources play in the context of organizational support before, during and after these trends occur?

- How should HR professionals ensure they are properly prepared and trained to help employees and leaders before, during, and after these mega-trends occur?

- What are the key strategies that HR needs to execute to facilitate a thoughtful discussion about mega-rends that could potentially disrupt the organization?

BRGs, ERGs, and Affinity Groups – Oh My!

This dynamic 90-minute presentation focuses on helping Employee Network Groups (Employee Resource Groups (ERGs), Business Resource Groups (BRGs), and Affinity Groups) align their efforts with their organization's key business goals thereby enhancing a company's Return on Investment (ROI). Based on the best-selling book, Diversity Managers: Angels of Mercy or Barbarians at the Gate, this presentation synergizes the collective knowledge, best practices, and passion of ERGs across organizations and industries.

Dr. Shelton Goode, DPA, who has managed over 36 employee networks for four different companies, emphasizes during the presentation that "if ERGs are optimized and leveraged effectively, they can yield increases in annualized Return-On-Investment (ROI) for their organizations." According to Dr. Goode, this mostly stems from their workplace, workforce, and marketplace engagements. Beyond monetary ROI, ERGs have even saved lives in emergency efforts." Dr. Goode further reinforces that ERGs are often under-leveraged and that this 90-minute presentation provides a vehicle to develop ERG talent and unlock their potential.

During this presentation, Dr. Goode will share innovative & successful BRG, ERG and affinity group success stories (problem/process/solution/results); as well as share tips & strategies including in-depth dive how-to's, recommendations and tools and resources takeaways.

ERG Leaders—new and seasoned veterans—will be inspired and will learn tools and tricks that they used to develop their ERG, communicate effectively, and embrace innovation.

By attending this presentation, participants will be able to:

- Understand that ERGs provide an excellent resource for their organizations, as well as to the communities they serve.

- Apply best practices that will increase the quality of, and raise the bar for, ERGs.

Inclusion 2020: Global Trends that will Redefine Work, Workers and the Workplace

The work, workers, and workplace of the future will continue to undergo a dramatic transformation. Research suggests that by 2030, workers will be older and younger at the same time, more educated and less skilled, hyper-connected through new technologies, and more ethnically diverse.

How can we ready our organizations for this new workforce reality? What new strategies, competencies, and skills will be necessary to harness the benefits, yet counter the adverse effects of these global disruptions? More importantly, what new leadership models will be needed to achieve high performance, innovation, and inclusiveness?

Dr. Shelton Goode, diversity executive and thought leader, best-selling author, and the speaker will address these questions as he details the megatrends and business implications that will shape the workforce of the future. Additionally, he will provide practical strategies that business leaders should employ if they expect to achieve greater Inclusion by 2020.

Participants will learn the strategies, skills, and inclusive leadership behaviors needed to prepare for the work-force of the future. At the end of this session, participants will be able to:

- Describe the megatrends that will shape the workforce of the future;

- Outline what the strategic business implications of these megatrends and their impact on current workplace culture are;

- Identify what the skills, strategies, and new leadership competencies that will be necessary in the future to achieve greater high performance, inclusiveness, and innovation for workforce 2020 are.

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Work, Workers, and the Workplace: Looking into the Crystal Ball

Dr. Shelton J. Goode

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Making predictions about what HR will face over the next 12-48 months requires examining a few assumptions. First, the U.S. will have a new administration that we assume will be very business-friendly. Mr. Trump made campaign promises to invest trillions of dollars on infrastructure and military and cutting regulations, regulatory agencies, and existing laws (e.g., EPA, Labor, and the ACA —Affordable Care Act) that he views as holding back business development. Trump also promised to cut corporate taxes so that American companies will invest more in the United States. And, the president-elect's early cabinet nominees seem to reinforce that the new administration will be a business-friendly environment.

However, as we enter 2017, there's a lot of uncertainty about the details of delivering on those promises and how quickly they will be implemented. Cutting taxes and eliminating some regulations seems to be low-hanging fruit and will be relatively easy to implement. However, changing and improving the ACA may be more difficult in the short term. Making significant investments in infrastructure and military, even though it may be necessary, will be harder. The conservative Congress is reluctant to approve deficit spending programs. Lower taxes mean less income and figuring out how to pay for this increased spending may be difficult, especially when there seems to be a reluctance to address entitlements (e.g., Social Security, Medicare, and Medicaid).

The mega-trends seem to point to "a perceived business-friendly environment," but one that is fraught with uncertainty. There probably won't be a recession, but companies will be cautious and not make significant investments until things seem less uncertain. As a result, the economy will probably continue to show modest growth, at least in the first half of 2017. This means that we will continue to have small gains in job growth with around 200,000 new jobs created each month. Combine this with the fact that 300,000 people turn 65 every month and leave their jobs, means that the demand for talent will continue as the economy will have around 500,000 new job openings every month. Also, the supply of new talent will only be approximately 350,000 per month. In 2017, there will be about six million job openings and only four million people to fill them. As a result, unemployment will remain low in 2017, and there will be modest increases in wages, especially in highly skilled occupations that have severe talent shortages and aging workforces.

However, because of the uncertainty in 2017, I don't expect companies (mine included) to go into a massive "war for talent; many will hold off hiring full-time talent for open positions and instead look to tapping into the growing freelance population. Others will increasingly look to investment in automation/technology to replace low and medium-wage jobs (e.g., service and factory workers). The uncertainty in our VUCA world will also mean that the best companies will have strategic plans that will help them move fast if the environment changes. They will need to shift on a dime and will require HR to be increasingly agile in 2017 and beyond.

HR will come under increasing pressure to assure that their organizations have the right talent, with the right skills, in the right place, doing the right things. These are easy compared to the more important question: if the company must move fast, can HR still ensure that we can have the right talent, with the right skills, in the right place, doing the right things? As a result, in 2017 and beyond, we will hear more about whether companies have healthy talent supply pipelines for mission-critical positions. A robust talent pipeline chain will need to address the following questions:

- Do we have HR Business Partners who build strong business relationships through effective talent consultation? (The HRBP is closest to the business and will need to drive HR agility)

- HR will need to make internal and external agility through fast and cost-effective talent matching. And HR will need to develop systems for quick and easy access to the right internal and external talent.

- Does HR provide meaningful work supported development that is reinforced by a learning culture?

- Do we retain our valuable talent and leverage expertise?

- Since this is a volatile environment, do we have partnerships with organizations like NAAAR?

Bottom Line: In 2017 and beyond, HR will need to work closely with business leaders to make fast and easy decisions about talent: do we build, buy, poach, borrow or rent to meet the everchanging business environment? How will your organization answer?

Increasing Organizational Trust by Reducing Individual Bias

The information discussed during this presentation is intended to raise awareness about Unconscious Bias research and its proven impact on a person's ability to be successful when interacting with diverse cultures around the world and conducting business internationally. Details discussed will focus on the significance of developing relevant interpersonal skills to augment technical experience when working with multicultural colleagues on a global scale, or in an environment characterized by a high degree of racial, ethnic and cultural diversity.

The goal of the presentation is to provide business professionals with impressive statistics about unconscious bias, share emerging trends, and reviews the best practices of increasing awareness of unconscious bias and the potential impact on strategic organizational initiatives.

3-5 key takeaways for attendees:

- Learn some tips and trends about individual biases

- Identify some leading-edge best practices on increasing awareness and mitigating impact

- Learn about what it means to understand unconscious bias, including identifying opportunities to learn communication skills and leadership behaviors that increase trust by reducing bias

Five Trends Shaping the Future of Work for African Americans in Corporate America

An overview of the leading labor and workforce trends that will affect all organizations in the next 5-years. Several employment trends are coming to dominate the competitive success of every organization. During this keynote address, diversity and HR thought-leading and bestselling author, Dr. Shelton J. Goode will share his research and insights on these emerging workforce trends. What makes this presentation different from other presentations is that Dr. Goode will provide an empirical examination of contemporary social events impact the black experience in the workplace.

This presentation will explore data and topics including, the persistence of racial biases, the impact of social injustices and the response on the workplace, strategies for affecting change and navigating corporate spaces while attempting to bring your authentic self to work in the 21st Century.

Participants will be given a safe space to discuss how recent events and the current social and political climate have specifically impacted the black experience in Corporate America. Also, the presentation will provide an open forum for authentic dialogue on the impact of these megatrends within organizations and society-at-large. D&I leaders, community leaders, and members of corporate Business Resource Groups and Employee Resource Groups are should make a special effort to attend.

The Secret Sauce to Achieving Career Success

Looking for a fulfilling career and not just another job? Want to move up the corporate ladder? Tired of getting overlooked for promotions, being marginalized as an employee, and underpaid for the work that you do? Trying to manage work, family, finances, and other life commitments? Then this is the seminar for you. Dr. Shelton Goode award-winning author and corporate executive will share proven strategies that he has learned from the first-hand experience and from interviewing over 100 executives from around the world, as well as his more than 20 years of executive coaching experience and from her own life's journey of moving up the corporate ladder.

Participants will learn key strategies that have been tried and tested by other successful people who have been able to 'crack the code' and move up the corporate ladder; and practical tips on how to increase your effectiveness in negotiation, relationship-building, influencing, leadership, communication, and prioritizing skills.

You're Not Crazy – You're Not Alone

The information discussed during this presentation is intended to raise awareness about organizational and leadership behaviors which act as barriers to inclusion and impact a person's ability to be successful. Details discussed will focus on the significance of developing relevant interpersonal and coping skills to augment technical experience when working in an environment characterized by tension and conflict resulting from racial, ethnic, gender, and cultural diversity.

The goal of the presentation is to provide participants safe space to discuss how recent events and the current social and political climate have specifically impacted the black experience in Corporate America. Also, the presentation will provide an open forum for authentic dialogue on the impact of these events within organizations and society-at-large.

Dr. Goode, the best-selling author of **"Crisis as a Platform for Social Change,"** will share interesting statistics about organizational and personal biases, discuss emerging trends, and review the best practices for addressing issues.

3-5 key takeaways for attendees:

- Learn some tips and trends about organizational and individual biases

- Identify some leading-edge best practices for addressing issues resulting from diversity tension and conflict and mitigating impact on career advancement

- Learn about what it means to understand barriers to inclusion such as individual/organizational biases, including learning communication skills and individual behaviors for reducing bias by increasing awareness.

Coaching Leaders on How to Conduct Crucial Conversations

Politics, religion, race—we can't talk about topics like these at work. But in fact, these conversations are happening all the time, either in real life or virtually via social media. And if they aren't handled effectively in the workplace, they can become more polarizing and divisive, impacting productivity, engagement, retention, teamwork, and even employees' sense of safety and security in the workplace.

As a thought leader in the field of diversity and inclusion, Dr. Shelton Goode has been helping companies create inclusive environments for over a decade. In his presentation, Coaching Leaders through Organizational Crisis: Addressing Issues of Race, Religion, Politics, and Other Polarizing Topics in the Workplace, he discusses best practices for facilitating for these difficult conversations.

In this fast-paced and compelling presentation, he shows diversity practitioners, HR professionals, and organizational leaders how to lay the groundwork for having bold, inclusive conversations in the workplace. According to Dr. Goode, cultural competence and preparation are key.

According to Dr. Goode, "the reason we are not further along—and perhaps regressing—is because we have not approached this work intentionally and proactively. We have failed to fully realize that employees need to discuss the issues they see happening in their community, company, and the country. If we approach these topics intending to make sure all employees feel valued and respected, we would meet people where they are, not expect them to necessarily see the world from our view, and acknowledge that while one may be learning, mistakes are inevitable."

Dr. Goode's presentation offers tips on how to coach organizational leaders and help them become more aware of how cultural background has shaped perceptions and behaviors. The presentation will help participants increase their understanding of how people from other cultures may differ from themselves, particularly when it comes to communicating and handling conflicts, which often lead to organizational crisis.

Given our current social and political climate, organizational leaders must be armed with the skill and resources necessary to engage in and facilitate difficult but crucial conversations about what is happening in our companies, communities, and country. This takes individual courage bolstered by professional coaching. Dr. Shelton J. Goode shares more about this in his book,

Crisis as a Platform for Social Change from Strawberry Mansion to Silicon Valley.

During this riveting 1-hour presentation, Dr. Goode will address how to talk about race, religion, politics, and other polarizing topics in the workplace. Dr. Goode will share tools and strategies from his book and will help participants understand how to practice executing them in the workplace.

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Bias in the Workplace: Moving Beyond Awareness to Action

The Corporate Leavers Survey, a national study conducted by the Level Playing Field Institute, shows that each year more than 2 million workers voluntarily leave their jobs due primarily to perceptions of unfair treatment, costing U.S. employers $64 billion in turnover annually. Inclusion in the workplace is an essential goal for many organizations but is often a challenging goal to achieve to managers' unconscious biases. Unconscious bias refers to biases that we are unaware of, and which happens outside of our control. Bias is triggered by our brain making quick judgments and assessments of people and situations, influenced by our background, cultural environment, and personal experiences.

Unconscious bias is an obstacle that hinders organizational inclusion and employees' engagement. If not addressed bias in the workplace be a head-wind which can impact slows down organizational performance and productivity.

This presentation will provide leaders the opportunity to not only enhance awareness, but top take actions to mitigate the impact and influence of workplace biases.

Key Points:

- How biases are formed and become natural mental shortcuts that evolve over time
- How biases show up in day-to-day decision making at work and the impact on employee performance and organizational outcomes
- What are some techniques that can be deployed to mitigate biases within the organization?

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Breaking Bias: Moving from Awareness to Action

The Corporate Leavers Survey, a national study conducted by the Level Playing Field Institute, shows that each year more than 2 million professionals and managers voluntarily leave their jobs solely due to unfairness, costing U.S. employers $64 billion in turnover annually. Inclusion in the workplace is an essential goal for many organizations but can also be a difficult one to achieve. Unconscious bias refers to biases that we are unaware of, and which happens outside of our control. Bias is triggered by our brain making quick judgments and assessments of people and situation, influenced by our background, cultural environment, and personal experiences.

Unconscious bias is an obstacle that hinders employees' performance and achieving sustainable organizations' diversity and inclusion objectives. If left unchanged negative biases can be a headwind to organizational inclusion, this discussion will provide leaders the opportunity to learn actionable practices to gain awareness and heightened cultural competence- disrupting the impact and influence of harmful biases within their decision practices.

Learning objectives:

- How biases are formed and become natural mental shortcuts that evolve.

- Explore where biases show up in day-to-day decision making at work and the impact on employee performance and organizational outcomes.

- Discover conscious techniques that can be deployed to mitigate biases within your organization and your decision-making process.

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Agility: The Power Behind Inclusion

Companies are paying increased attention to inclusion as well as to diversity—but to what extent do we have a shared understanding of what inclusion means? Dr. Shelton Goode's research, which includes interviews with over 100 executive leaders, revealed many similarities but even more differences in how companies understand inclusion, and some gaps, too, such as tools for measuring and monitoring progress. Dr. Goode's lively presentation, *Agility: The Power Behind Inclusion,* attempts to fill this gap and explain why Diversity and Inclusion Center must become a priority over the coming year.

Building a diverse workforce is one thing; cultivating an inclusive culture that actively encourages people to express their unique perspectives—that is, an organization where "agility" consistently sparks innovation—is far more challenging. The presentation aims to share, analyze, and discuss existing and emerging trends, good practices, and new thinking on diversity and inclusion at work. At the end of the presentation participants will better understand the enablers and barriers to organizational agility and leveraging inclusion to capture new ideas. In addition, *Agility: The Power Behind Inclusion* will pinpoint research and other resources that participant can effectively use immediately following the presentation.

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