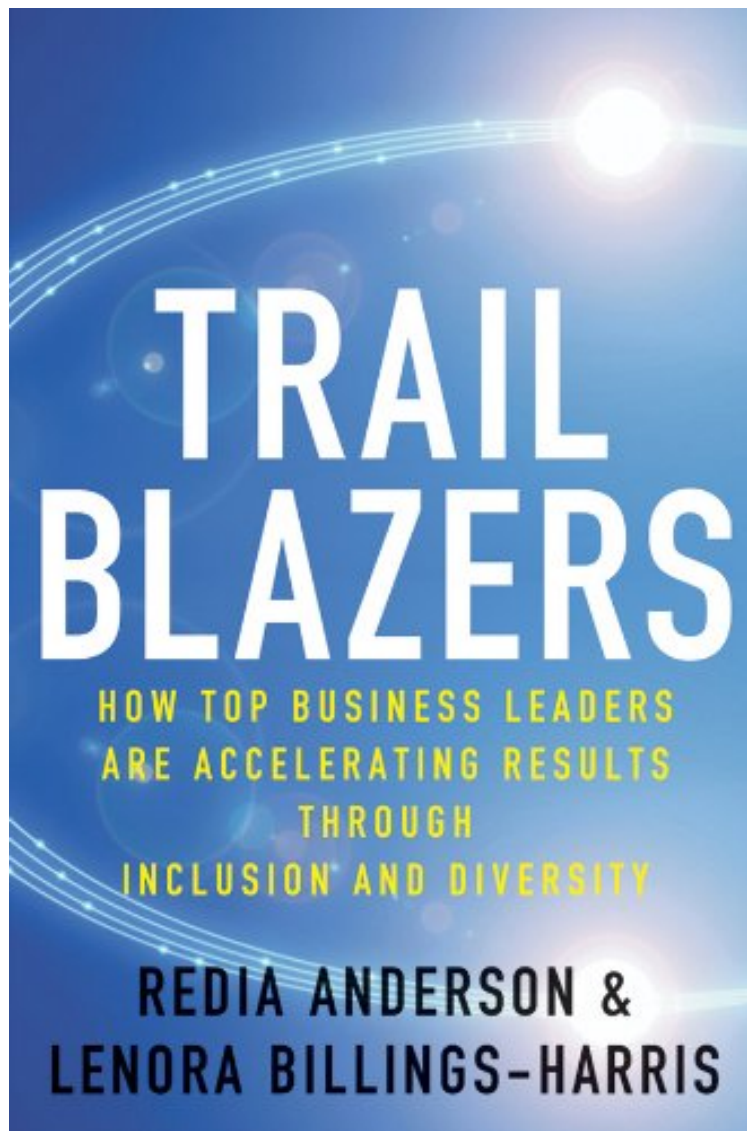


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Trailblazers: How Top Business Leaders are Accelerating Results through Inclusion and Diversity

Redia Anderson, Lenora Billings-Harris
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Redia Anderson, Lenora Billings-Harris : Trailblazers: How Top Business Leaders are Accelerating Results through Inclusion and Diversity before purchasing it in order to gauge whether or not it would be worth my time, and all praised Trailblazers: How Top Business Leaders are Accelerating Results through Inclusion and Diversity:

0 of 0 people found the following review helpful. This book was the worst book I was ever assigned in collegeBy Xanah WellsThis book was the worst book I was ever assigned in college. Racist against whites, the authors dilly dally

around issues and provide poor examples of actual application. A "feel-good" book with a sales pitch approach by "Trailblazers" (representatives of large corporations who have been sued too many times for being white dominated) who are trying to keep the law of their ass while putting on a show for its customers. It's overtly obvious that this is the case. I am glad companies like Coca-Cola can hire one or two African-Americans, an Indian, or a few hispanics who can politely explain how all white people form ideologies against them. 0 of 0 people found the following review helpful. This is great book for applying diversity into a company By Timothy G. Babock This is great book for applying diversity into a company. This book show examples of many corporations that currently have diversity programs that are role models for corporations in America such as Pitney Bowes and Sodexo. As a former Pitney Bowes employee wrapping up my bachelors degree in business administration, it was nice to see that the former company I worked for was well represented and has a model plan for creating and applying a diverse work environment that other corporations should follow (if the haven't already). 0 of 0 people found the following review helpful. An excellent read on diversity issues By A Grassini For anyone trying to learn about diversity issues and solutions in the workplace, this is an excellent read. Drawing on the experience of the authors and interviews with thought leaders in the field, this book offers an approachable view on the importance of diversity in the work force. I would recommend this book to people trying to figure out how to implement new solutions in their companies as well as to anyone who wishes to understand more about their own experiences inside a company that maybe has not embarked on the enlightened path of embracing a diverse pool of talent. As an executive coach I have found this a great read to expand my knowledge base when I encounter clients (women especially) who are in a situation at work that is uncomfortable.

Make diversity your competitive advantage To reap the full benefits of diversity and inclusion, today's forward thinking companies look past "diversity" training towards a more comprehensive, holistic business approach. These leaders incorporate diversity and inclusion into every aspect of business culture, employee engagement, talent management and market penetration. Trailblazers reveals the practices, metrics and research, as well as the anecdotal evidence, for building and sustaining workplace cultures that make strategic diversity and inclusion a business necessity. Focusing on concrete actions you can implement immediately, this insider guide profiles the best practices award-winning companies have used on a sustained basis to transform their organizations. Captures insights and best practices from the most effective Chief Diversity Officers, several of which are determined by the Diversity Inc Top 50 Companies for Diversity Companies profiled include IBM, Dell, Verizon, Merck and Co, Sodexo, Verizon, Andrews Kurth, The Coca-Cola Company, American Airlines, Citi, Ford, Shell and Pitney Bowes Covers everything from how to use employee resource groups to help target consumers and forge tighter client relationships; from talent optimization, leadership development and retention, to increasing middle management engagement and the skill-sets required for effective Chief Diversity Officers as true business partners and more Trailblazers gives you an in-depth view from the inside out of which practical solutions make diversity and inclusion efforts a systemic and winning way of doing business for today's top-performing companies.

From the Inside Flap Make diversity and inclusion your competitive advantage Take a look at today's top companies and you can't help but conclude that diversity and inclusion deliver results. In our globalized economy, organizations that minimize these values or treat them as mere buzzwords do so at their own risk. Their more agile and forward-thinking peers are already translating diversity into competitive advantage, leveraging it into new markets, and reaping its quantifiable gains. So what are these winning enterprises doing? And how is it working? Trailblazers takes you into some of the world's top-performing companies for insights on how they are expanding the definition, practice, and bottom-line benefits of diversity. You'll meet twelve leading Chief Diversity Officers and discover the real-world strategies they have developed to win talent, optimize internal performance, broaden marketing reach, and more. With best practices and innovative techniques drawn from path-making companies like IBM, Verizon, Dell, The Coca-Cola Company, Shell, Merck, and more, Trailblazers gives you an up-to-date toolset you can use to: Leverage diversity and inclusion in a global marketplace Reach consumers better and create tighter client relationships Retain and develop leadership Get executive buy-in Create effective action plans that deliver results Extend diversity to your brands, markets, and supply chains Understand the roles and values of Chief Diversity Officers Increase middle management participation and engagement Embed diversity and inclusion efforts in existing processes Generate, measure, and explain diversity and inclusion ROI Ensure accountability and track outcomes Vision, strategy, and metrics—plus a passion for driving outcomes—yield effective and sustainable diversity and inclusion efforts. Filled with proven methods for implementing and sustaining such endeavors, Trailblazers supplies you and your organization with the tools to fully realize the promise of diversity and the power of inclusion. From the Back Cover Praise for Trailblazers "Trailblazers presents a comprehensive and compelling framework for what it really takes for organizations and leaders to be successful in a multicultural world." —Howard Putnam, former CEO, Southwest Airlines "This book is truly a keeper for business leaders who want their organizations to be on the cutting edge of diversity and inclusion strategies and, most importantly, achieve meaningful results." —Claudette J. Whiting, former head of diversity and

inclusion for Microsoft and DuPont. Lenora and Redia go beyond the business case for diversity and inclusion. Trailblazers provides strong evidence and best practices that clearly integrate diversity and inclusion into successful leadership and business success. — Frank J. McCloskey, Vice President, Diversity, Georgia Power; Trailblazers' results-producing approaches from top corporations gives clear and compelling guidance to all those who are working to leverage diversity's potential and create environments where talent thrives for the good of all. — Anita Rowe, PhD, Partner, Gardenswartz Rowe, and coauthor, *Managing Diversity: A Complete Desk Reference and Planning Guide*; Trailblazers is an impressive compilation of diversity and inclusion advice from some of the most admired companies in the world. Using real-time business examples, Trailblazers does an outstanding job of defining diversity and inclusion as a business imperative. — H. Joseph Machicote, Vice President, Talent Management HR Services, Lance, Inc.

Author REDIA ANDERSON, executive coach and nationally recognized leader in the field of inclusion and diversity, is a former chief diversity officer (Deloitte, Equiva Services—joint venture between Shell/Texaco/Saudi Aramco) and has worked with Fortune 500 corporations, partnerships, and universities. Redia is Managing Partner of Anderson People Strategies, LLC, where she helps organizations align people, performance, and results. Redia has been featured in national publications such as *Working Mother* and *DiversityInc* magazine. **LENORA BILLINGS-HARRIS** is a diversity strategist and international speaker who helps organizations make diversity a competitive advantage. *Diversity Woman* magazine named her as one of twenty top influential diversity leaders in 2008, and she is a past president of the National Speakers Association. Lenora serves on the adjunct faculties of the business schools of Averett University and the University of North Carolina at Greensboro.