

A person's legs and feet in athletic gear are shown running on a wooden obstacle course. The person is wearing dark shorts and black athletic shoes with white laces. The wooden planks are arranged in a staggered pattern, and the person's feet are captured in mid-stride. The background is dark and out of focus, emphasizing the action.

REED

DEVELOPMENTGROUP

RECRUITER'S DIVERSITY INNOVATION BOOT CAMP

*Supercharge Your Diverse Talent Strategies
for the 21st Century.*

www.thereeddevelopmentgroup.com

Our society is evolving. How we attract and identify top diverse talent is evolving. Workforce representation is a company's visible commitment barometer. For best practice organizations, increasing representation of Women and People of Color is a top priority receiving high levels of attention from CEOs, Boards, Executive Diversity Councils, Employee Resource/Affinity Groups, your competition and your prospective employees.

Ensuring today's organizations have a broad mix of top talent is a critical issue for brand and business sustainability. Recruiting productive, innovative, multigenerational, multicultural and diverse employees is far more complex than ever before. In order to be successful, experienced and university recruitment teams need additional knowledge, confidence, tools and skills in order to meet the diversity needs of the organization.

The Recruiter's Diversity Innovation Boot Camp is custom built from the most comprehensive suite of recruitment content available for our one or ½ day training program for Recruiters that helps them in developing and integrating key diversity recruiting techniques into their roles. This training makes their existing selection, networking and recruiting processes more effective in generating a larger more diverse pool of top talent to help achieve diversity recruiting goals across multiple enterprises.

Developed and facilitated by Kimberly S. Reed, a top industry trainer, diversity recruiting expert and global diversity and inclusion engagement solutions strategist; Raoul Davis, CEO at The Ascendant Group, who is a global leading expert on CEO/executive branding and helps CEOs, retired athletes, and executive leaders increase their top line revenue; and Sulaiman Rahman, CEO at DiverseForce, who has experience with developing communities of diverse talent nationally and now helps companies/recruiters to leverage high tech and high touch strategies to develop robust pipelines of diverse talent through targeted micro-communities.

Grounded in proven, proactive recruitment best practices, our Recruiter's Innovation Boot Camp blends advanced consultative diversity and inclusion strategies with pragmatic approaches to all components of the recruiting life cycle and the art of leveraging and creating 'thinking without a box' programming with national professional diverse organizations and universities that results in identifying and attracting top diverse talent. In addition, this training experience goes through positioning, messaging, and the process to attract top diverse candidates harnessing the power of your organization's brand.

Reed Development Group facilitates a needs-assessment process for our clients. Each training is then created from the ground up. We collaborate closely with clients from training inception through post-training follow up.

Why the Recruiter's Innovation Boot Camp?

- Program content tailored to client needs and industry/market sector.
- Recruiters will bring "Challenging Requisitions" to the session for valuable activities and tips on how to fill them.
- Interactive and engaging format and exceptional best practices, techniques and content.
- Training is designed for diverse recruiting teams with varying experience levels and executive, experienced and university hiring.
- Industry experts share employer branding, employee branding, and talent community techniques that will super charge attraction with diverse candidates.

How will this interactive training enhance my recruiter's diversity recruitment toolbox?

- Recruiters will gain a greater understanding of diversity and inclusion and understand why it is a crucial success factor.
- Recruiters will learn that taking a strategic approach to diversity recruiting has proven to be the most effective way to build recruiting efforts that transform organizations through dynamic break-out exercises, unique tools, action plans and talent databases to enable recruiters to identify and close important recruiting and selection knowledge, skill and process gaps in their lines of business.
- Learn how to utilize LinkedIn, target the right networking opportunities, and how to communicate with top diverse candidates to offer a strategic advantage in your recruiting imperatives.
- Learn how to network where the competition isn't and to send meaningful social cues that provide meaningful impressions on top diverse candidates.
- Learn, innovate and sharpen recruitment techniques to attract, identify and leverage top diverse talent.
- Learn the most creative ways to leverage external diverse professional organizations, universities, campus organizations and Historically Black Colleges and Universities (HBCUs) and Hispanic Association of Colleges (HACUs) to attract and identify top diverse talent.
- Recruiters will learn how to build trust, which is the price of attention, with diverse communities of talent by becoming a part of, and contributors to, the communities they are looking to recruit from.



We have benchmarked organizations that have achieved high levels of success in diversity staffing, and we found one thing in common. They all take a strategic approach to diversity recruiting. They understand that long-term success comes from a process that starts with building relationships within key sources and includes implementing strong strategies for recruitment, development and retention. To reach the highest levels of success, organizations must abandon tactical unconnected activities, initiatives and approaches to recruiting in favor of a strategic diversity recruiting process with sustainable results!

To book your Recruiter's Diversity Innovation Boot Camp today, please contact Kimberly Reed at (215) 518-0150 or Kim@thereeddevelopmentgroup.com.

RESULTS ARE NOT JUST POSSIBLE IT IS ASSURED!

ABOUT KIMBERLY S. REED,

A TOP INDUSTRY TRAINER, DIVERSITY RECRUITING EXPERT AND INCLUSION ENGAGEMENT SOLUTIONS STRATEGIST.

Diversity and Inclusion Engagement strategist and leading expert Kimberly Reed, Certified Diversity Practitioner, The Corporatepreneur™, Chief Transformational Officer of the Reed Development Group (RDG), LLC has developed a distinguished reputation as having one of the most distinct and powerful voices on the lecture circuit. Her infectious energy, lioness tone and inspiring sincerity engages audiences on topics ranging from diversity and inclusion innovation, organizational leadership, entrepreneurial leadership, personal and professional development, transformative thinking and resiliency - living without limits.

Kimberly is a regular speaker and lecturer at the Wharton School of the University of Pennsylvania's LEAD Program, National Leadership Consortium, Temple University, KPMG and Howard University's Leadership Programs and leading national professional organizations and conferences.

Kimberly also provides leadership in guiding companies' global Diversity and Inclusion strategies to bring together diverse synergies, strengths, backgrounds and perspectives to achieve their strategic business imperatives, advance its talent performance, recruitment goals and drive innovation. Kimberly partners with companies to ensure that Diversity and Inclusion is in the DNA of the business and expands the pathways for inspired diverse leaders and unify diverse workforces to be innovators, for greater career trajectory and company growth.

Throughout Kimberly's seventeen-year career she has helped global companies grow, develop and engage diverse workforces to support their business and revenue strategies. During her tenure at a global professional services firm, Kimberly led the largest business unit in increasing diversity recruitment over 46% in the technology industry by infusing innovative talent strategies that extended across the enterprise and into the overall organization's business and revenue models.

Additionally, as a developer and trainer of leaders, Kimberly partners with companies to develop training strategies for increasing the number of diverse talent eligible for opportunities that will propel them to senior leadership roles and/or the C-Suite of today's

leading global companies. Kimberly develops and delivers cutting edge and innovative training and development programs to ensure that diverse leaders are adequately prepared. Kimberly leveraged her experience in diversity strategy and practice with leading global organizations across a range of industries including financial services, global professional services, healthcare, consumer products and academia.

Kimberly has cultivated a professional brand of eminent credibility and expertise in developing innovative talent strategies that expand into the company's diversity DNA and revenue imperatives, and results focused. Additionally she teaches organizations how to develop inspired diverse leaders and unify diverse workforces for greater career trajectory and company growth. Her greatest professional strengths are teaching and facilitating high impact workshops and sessions.

Kimberly has been featured on FOX News, Huffington Post Business and Radio One, and its subsidiaries for her leadership in diversity, and advocacy on Women and minorities in leadership, business and entrepreneurship. She has earned numerous awards and has been recognized repeatedly by such organizations as the Urban League, American Express, National Association of Black Accountants and the City of Philadelphia for her leadership.

Kimberly earned her B.A. in Political Science with a concentration in International Relations and Public Administration from Westchester University. Kimberly also received her certification in Global Organizational Leadership, Human Resource Management, Fox School of Business at Temple University. Additionally, Kimberly is currently pursuing her graduate degree in the College of Education, Adult Organizational Development at Temple University.



ABOUT REED DEVELOPMENT GROUP LLC

Reed Development Group (RDG) LLC, a New Jersey based firm has business and people performance practices. RDG's business performance practices partners with leading global companies, top universities and nonprofits to ensure that they are effectively identifying, attracting, retaining and developing top diverse talent. RDG also develops innovative and interactive leadership and professional development training programs, creative recruitment, and development, deployment and retention solutions for all levels of diverse employees. The people performance practice focuses on training CEO's, executives and athletes on taking their speaking and presentation skills from good or even mediocre to excellent. In addition, the people performance practice houses Kimberly's professional speaking engagements.

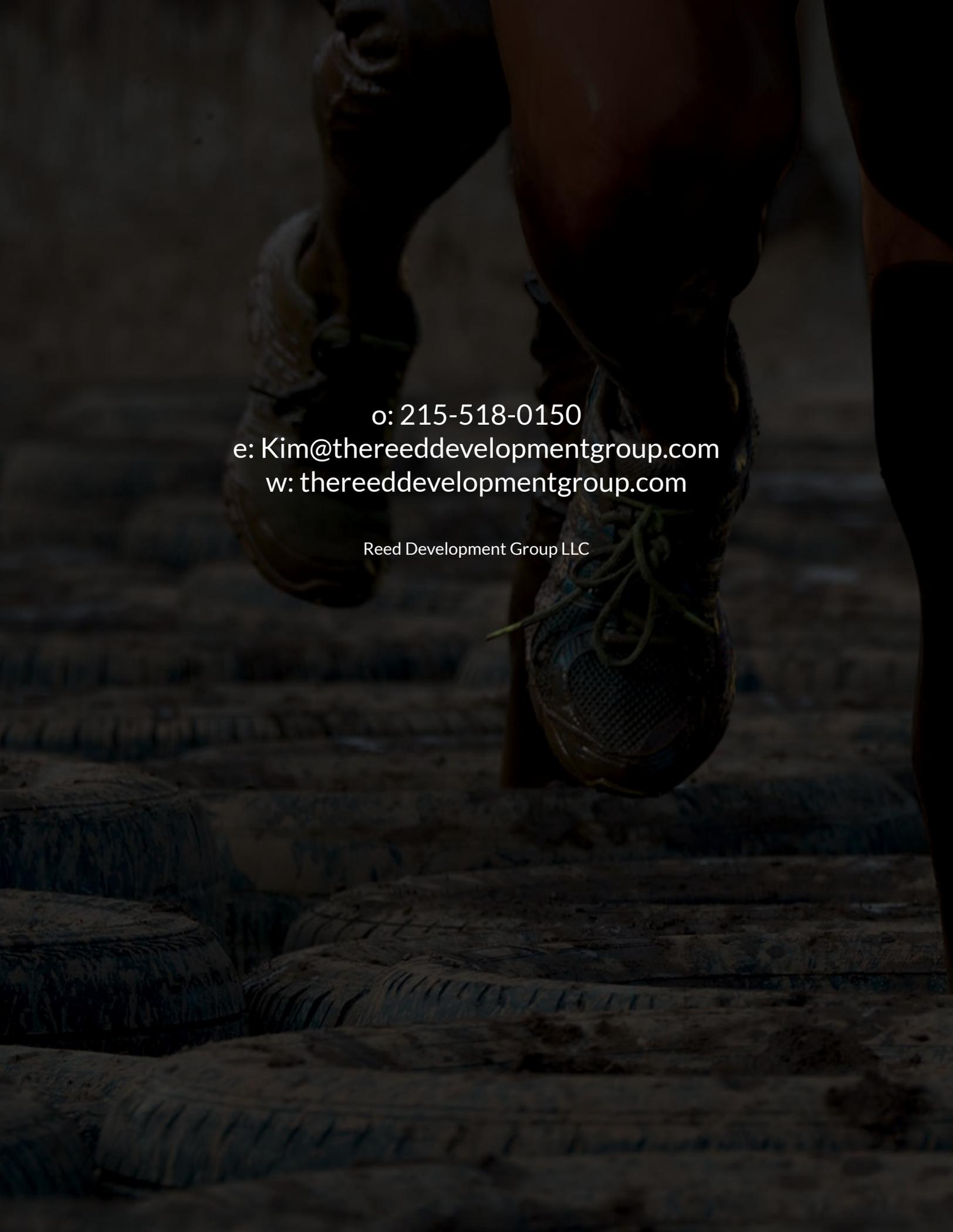
ABOUT OUR STRATEGIC PARTNERS

THE ASCENDANT GROUP

Ascendant's integrated model includes brand strategy, public relations, book deals, social media, and brand design. Built on referrals and inspired by trust since 2004 and a founding member of the Forbes Agency Council for PR and Advertising; The Ascendant Group specializes in personal and executive branding. With an award winning team across company culture, design, and PR related work the company has a clientele that has ranged from multibillion-dollar company CEOs and executives and fast growth entrepreneurs. The Ascendant Group helps recruiters innovatively leverage social media networking channels and their company brand to attract top talent.

DIVERSEFORCE

DiverseForce provides solutions for workforce diversity in response to an increasingly diverse, digital, and transient talent culture. DiverseForce helps companies to leverage high tech and high touch strategies to recruit, retain, and develop top diverse talent. DiverseForce also educates recruiters on how to cultivate a robust pipeline of diverse talent by connecting with and developing internal/external micro-communities that convene around shared social, cultural, or professional interests.

A person's legs and feet in athletic shoes are captured in motion, running on a wooden plank trail. The image is dark and moody, with the focus on the lower half of the person. The shoes are dark with light-colored laces. The wooden planks are arranged in a staggered pattern, creating a sense of depth and movement.

o: 215-518-0150
e: Kim@thereeddevelopmentgroup.com
w: thereeddevelopmentgroup.com

Reed Development Group LLC