

KEYNOTE: IN-PERSON OR VIRTUAL

GET RID OF THE BS TO ATTRACT DIVERSE MARKETS

COMPANIES NEED TO KNOW HOW TO GET DIVERSE CUSTOMERS TO BUY THEIR PRODUCTS AND SERVICES. WHY?

Because of business sustainability, competitive advantage, a constantly changing economy and trillions in buying power. During this session, D&I Speaker Risha Grant will share with attendees the keys to effectively engage various diverse groups and provide them with tips to increase their bottom line.

ATTENDEE LEARNING OUTCOMES

Biases are always working against you in business. During this session, Risha will teach attendees to examine their own decision-making processes and identify ways to minimize biases in order to attract diverse markets and increase sales. With a majority of diverse communities holding \$14 trillion in disposable income, Risha makes the case for how profitability and diversity can coexist. This session will review the benefits of advertising and marketing to diverse communities in order to attract them to your company's products and services.

ATTENDEES WILL LEAVE THIS KEYNOTE UNDERSTANDING

- ✓ How unconscious bias keeps companies from recruiting diverse candidates
- ✓ How to reach diverse candidates through unconventional methods
- ✓ Marketing ideas for recruiting diverse candidates
- ✓ The buying power of diverse groups



Risha's presentation, *Authenticity is Everything*, was a candid discussion on how to identify and get rid of our biases so that we can show up as our authentic selves. The feedback from this discussion was overwhelming!

Our members appreciated the safe space for discussion, asked thought-provoking questions that Risha answered truthfully, and walked away with tools on how to examine and overcome their own biases. Risha has such a dynamic personality that was felt even through the virtual environment (although I bet seeing her in person is even better!) and a disarming manner that made it easy for us to engage with her. If you're looking for an energetic, no BS speaker to engage your organization on some tough topics, hire Risha.

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