

BLR: Building Lasting Relationships

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CROSS-CULTURAL COMPETENCY SEMINAR: helps individuals and/or organizations to reap the benefits of understanding an individual's and/or organization's actual (as opposed to theoretical) position on diversity, by discovering and maximizing all people resources for development in the workplace and in related products/resources.

Nine Learning Objectives—By seminar's conclusion, attendees will be exposed to:

- How African Americans, Asians, Euros, Hispanics, and Latinos *process* information differently
- How *these thinking differences* are an *asset* in organizational problem-solving
- How to draw on untapped availability of quality human resources
- The reality of the “*glass ceiling*” and how it functions against people of color and women in secular organizations
- Conscious and unconscious hindrances to your organization's diversity efforts in achieving the most effective diverse participative management
- Understanding that diversity and unity must simultaneously exist in the workplace for organizations to most productive and experience the rewards of achieving the racial unity
- The “*Browning of America,*” and its future impact on your organization
- Why the most successful *Fortune 500* secular organizations *can't afford* not to diversify in the area of culture/race & gender.
- Six reasons why *secular companies* are making gender & racial diversity a priority in the workplace, their results, and *who some of these companies are!*

Dr. Shuler's presentation format creates a “**Safe Place,**” providing an environment for honest discussion, self/organizational evaluation, and self-discovery in order for all to hear each other, revealing to individuals and organization where they are and possible future directions in regards to implementing diversity.

Dr. Shuler provides a summary report of the seminar consisting of his observations and possible recommendations to assist your organization in achieving its desired goal (s), no later than two weeks after the session.

Presentation format:

- 10-15-minute “get acquainted”/brief statements, creating a “Safe Place” and laying a foundation for discussion (may include 5-minute DVD/video clip)
- Case study (s)
- Video/DVD clips to stimulate discussion
- Interactive group discussions (responding to case studies, video clips, etc.)
- Question/Answer time
- Help group create their own “Big Picture” concerning this management issue
- Format may change, if facilitator believes change will be more beneficial for organization/board.

Format, content, and extent of possible proposed handout material:

- Will view how organization/board is communicating (orally, literature, & products/resources) to people of color (perception vs. reality)
- Examine organization’s mission and/or vision statement(s)
- Examine criteria for teaching/recruitment/hiring/promotion/firing
- Handling cross-cultural conflict in the workplace, as oppose to ignoring it

Attendees may be divided into groups of 3-5 for several brief discussions; having one person make presentation for his/her group to entire body (providing safety for those uncomfortable speaking in a large crowd)

Suggested Attendees: Seminar proven most effective when organization’s CEO’s, Presidents, Senior Executive Officers, Board Leadership, management staff, and emerging leaders attend. Change in America usually happens from the top down.

Suggested Length of Seminar: Seminar proven most effective when the consultant has 12-16 hours to present contents/format of seminar and interact. Overnight provides participants time to process and do light, but *thought-provoking* homework assignments in order to maximize time invested in seminar.

Pre-Seminar Requirements: Reading the following books: *Winning the Race to Unity: Is Racial Reconciliation Really Working?* (Moody, 2nd edition), *The Heart of Whiteness: Confronting Race, Racism, & White Privilege* (City Light Books), and other selected reading.

View the movies: *Gentleman’s Agreement* (w/Gregory Peck), *Guess Who’s Coming to Dinner*, and *Hoosiers* rated PG, *Blindside*, *Freedom Writers*, *Geronimo: An American Legend*, *Stand and Deliver*, and *Take The Lead*, rated PG-13. *A Time to Kill* and *Dangerous Minds* both have an R-rating, no nudity, but profanity and violence. Understandably some won’t watch the R-rated movies due to personal beliefs.

BLR Diversity Seminar Policies:

- I. **Authority:** This Diversity Seminar is under the auspices of **BLR: Building Lasting Relationships**

- II. **Fee:** For this one-day (8 hours) Diversity Seminar is **\$5,000.00** (includes pre-seminar preparation time and post-seminar analysis and writing of report, etc. A 2-day seminar is **\$7,500.00**

Monthly Consultation is **\$900.00** (2 days per month with 4 month minimum agreement).

- III. **Transportation:** Host organization (s) or conference, etc. is financially responsible for Dr. Shuler's airfare and any expenses incurred in route and/or returning from this seminar. He **only** flies **United Airlines** unless United doesn't fly to your location. Dr. Shuler's frequent flyer status provides him with viable options should inclement weather or mechanical problems affect his flights.

- IV. **Lodging & Meals:** Host organization (s) or conference, etc. is financially responsible for Dr. Shuler's lodging and meals for duration of his stay for this seminar. Should Dr. Shuler be asked to extend his stay, the host organization will still be responsible for Dr. Shuler's accommodations, meals, etc. during this extended stay.

- V. **Deposit:** **BLR: Building Lasting Relationships' Diversity Seminar requires a \$1,500 non-refundable deposit. This deposit must be received within three weeks after a mutually agreed upon date has been set. Failure to receive said deposit within stated time releases BLR from any verbal and/or written contract.**

- VI. **Booking:** Seminars may be booked up to two years in advance and with a minimum of two weeks advance notice.

- VII. **Materials Required for this Diversity Seminar:** DVD player & screen

VIII. Selling Books: BLR requests permission to sale books & DVDs produced by Dr. Shuler. BLR also requests assistance in the sale of these resources. BLR resources will be sold before seminar begins, during breaks, and at seminar's conclusion. Dr. Shuler will gladly **sign books**.

IX. Recording and/or Videoing: No part of this seminar may be reproduced **without written permission** from Building Lasting Relationships, Inc. Permission **must be secured 7 business days before** seminar. If permission is granted, BLR shall receive 40 percent of the profit from sales from reproduction of BLR seminar (CDs, DVDs, tapes, etc.). BLR is to receive unlimited copies of these resources upon request.

X. Payment: We, the organization (s), etc. accept all of the terms of this contract stipulated by **Building Lasting Relationships, Inc.** understanding that if our organization should cancel for any reason after a date has been agreed upon by both host organization (s) and **Building Lasting Relationships, Inc.** We, the organization (s), etc. **forfeit the \$1,500 deposit**. If the seminar is held, the **balance of the seminar fee is due at the conclusion of and at the site of seminar.**

***Please Make Check Payable to: BLR: Building Lasting Relationships**

_____ **Requested Date (s) for Seminar**

Signed _____ **Organization**

Signed _____ **Dr. Brenda Shuler- Executive
Administrator of BLR: Building
Lasting Relationships**

Date: _____ **Date Contract Agreement Signed**

These four pages form the legal contract between BLR: Building Lasting Relationships and host organization (s) and invoice for payment.