



# MPN TRAINING & DEI CONSULTING SOLUTIONS

## Our DE&I Word of the Day Diversity.

noun — dā'iv'z:stē

the practice or quality of including or involving people from a range of different social and ethnic backgrounds and of different genders, sexual orientations, etc.

Visit Us:  
[mpnDiversityJobs.com](http://mpnDiversityJobs.com)



## Our DE&I Word of the Day

## Respect.

noun —  
due regard for the feelings,  
wishes, rights, or traditions of  
others.

Visit Us:  
[mpnDiversityJobs.com](http://mpnDiversityJobs.com)



MINORITY PROFESSIONAL NETWORK, INC. | PROVEN DE&I SOLUTIONS SINCE 1998

888-676-6389 | [PARTNERSHIPS@MPNDIVERSITYJOBS.COM](mailto:PARTNERSHIPS@MPNDIVERSITYJOBS.COM) | [MPNDIVERSITYJOBS.COM](http://MPNDIVERSITYJOBS.COM) | [MPNDIVERSITYRECRUITERS.COM](http://MPNDIVERSITYRECRUITERS.COM)



# ABOUT MPN



## COMPANY

Founded in 1998  
Incorporated in 2001  
100% Minority-Owned  
51% Female-Owned  
NMSDC Certified MBE



## AUDIENCE

Professionals  
Students  
Active Military  
Veterans  
Entrepreneurs



## REACH

Millions of Users  
Active Job Seekers  
Passive Candidates  
Consumers  
50+ other countries



## CLIENTS

2,800+ Partners  
46 U.S. states  
Other Countries  
Corporate/Gov't  
Academia/Nonprofit



## VISIBILITY

Online/Email  
Social Media  
Events  
Conferences  
Legacy Media



# OUR KEY CONSULTANTS & FACILITATORS



## KEY CONSULTANT #1

**PROFESSIONAL EXPERIENCE**  
30+ years

**FORMAL EDUCATION**  
B.S. Physics ♦ BS Electrical Engr.  
M.B.A.

**KEY AREAS OF EXPERTISE**  
DEI Speaking-Training-Facilitation  
DEI Retention, Strategy, Consulting  
Executive Coaching & Mentoring  
DEI Recruitment, Mktg. & Events

**KEY PAST EMPLOYERS/CLIENTS**  
AT&T, FDIC, Home Depot, Johnson  
Control, Lucent, NASA, NCR,  
Southern Co., U.S. Department of  
State, U.S. SEC, Verizon, Walmart



## KEY CONSULTANT #2

**PROFESSIONAL EXPERIENCE**  
40+ years

**FORMAL EDUCATION**  
B.S. Physics ♦ M.S. Nuclear Engr.  
Kellogg School Corp. Governance

**KEY AREAS OF EXPERTISE**  
DEI Assessments & Cultural Audits  
DEI Recruitment Training-Strategy  
Executive Coaching & Mentoring  
DEI Speaking-Training-Facilitation

**KEY PAST EMPLOYERS/CLIENTS**  
Atlanta University Center (AUC),  
Auburn University, Central  
Intelligence Agency (CIA), U.S.  
Army, U.S. Homeland Security



## KEY CONSULTANT #3

**PROFESSIONAL EXPERIENCE**  
35+ years

**FORMAL EDUCATION**  
B.S. Business ♦ M.B.A. ♦ Ph.D.

**KEY AREAS OF EXPERTISE**  
Marketing Consulting  
DEI Strategy & Consulting  
DEI Speaking-Training-Facilitation  
Supplier Diversity

**KEY PAST EMPLOYERS/CLIENTS**  
Alabama A&M Univ., Bentley Univ.,  
Clark Atlanta Univ., Ford Motor Co.,  
NBMBAA, NMSDC, Univ. of  
Massachusetts (UMass), Walmart



## KEY CONSULTANT #4

**PROFESSIONAL EXPERIENCE**  
15+ years

**FORMAL EDUCATION**  
B.S. Computer Science ♦ B.S.  
Computer Engr. ♦ M.B.A.

**KEY AREAS OF EXPERTISE**  
Marketing Consulting  
Recruitment Strategy & Consulting  
DEI Speaking-Training-Facilitation  
Digital Marketing Strategy

**KEY PAST EMPLOYERS/CLIENTS**  
Deloitte, Delta Air Lines, FDIC,  
Georgia-Pacific, IBM, IRS, NASA,  
Walmart



## KEY CONSULTANT #5

**PROFESSIONAL EXPERIENCE**  
25+ years

**FORMAL EDUCATION**  
B.S. Marketing ♦ M.B.A. ♦ U.S.  
Armed Forces Officer

**KEY AREAS OF EXPERTISE**  
Marketing Consulting  
Supplier Diversity  
DEI Speaking-Training-Facilitation  
DEI Retention, Strategy, Consulting

**KEY PAST EMPLOYERS/CLIENTS**  
AT&T, Cingular, FedEx, General  
Electric (GE), Office Depot, U.S.  
Coast Guard, Walmart

Some solutions are also delivered with support from our broad network of external consultants and partners.





# PRE-ASSESSMENT & ANALYSIS PHASE

Understand and assess each client's organization, leadership, people and culture to identify, share and discuss potential DEI training and consulting needs.

## Word of the Day Inclusion.

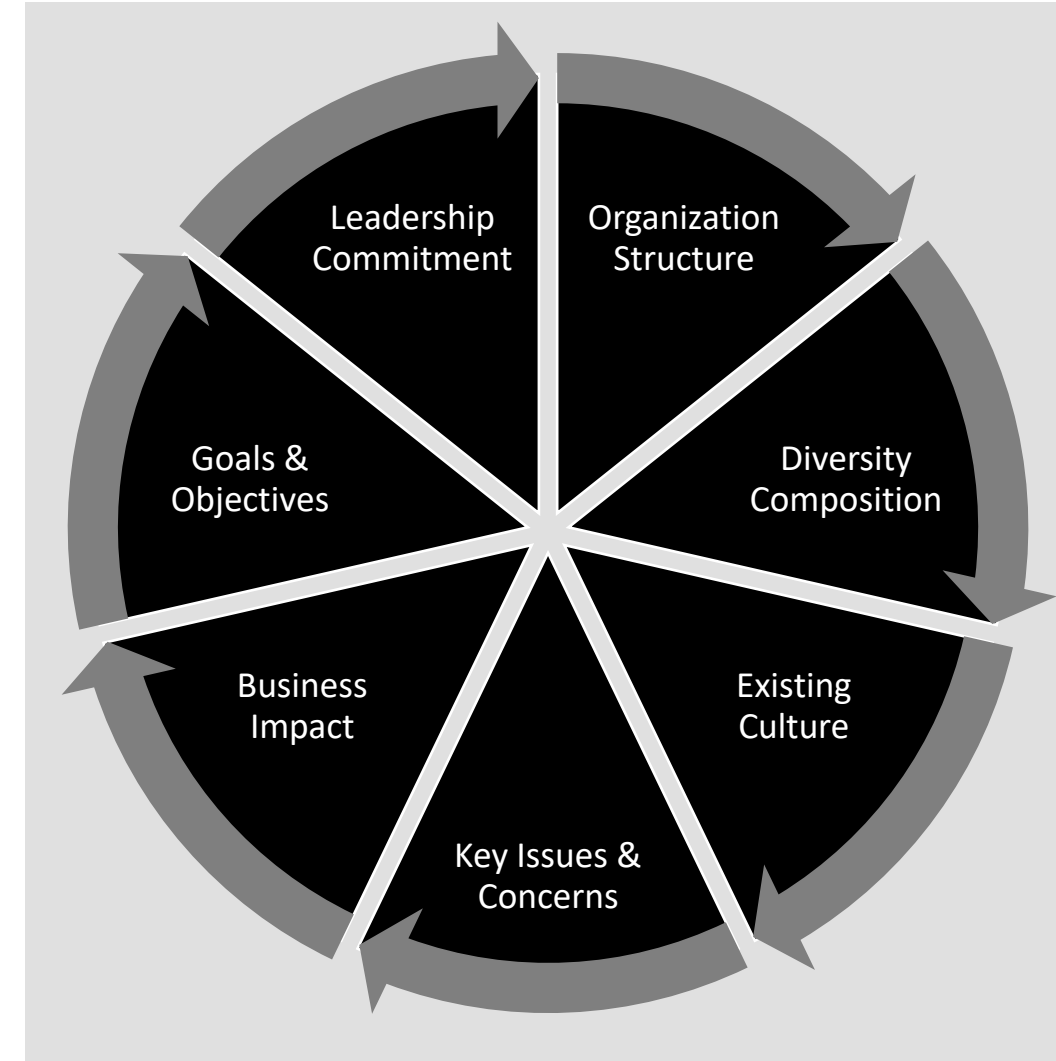
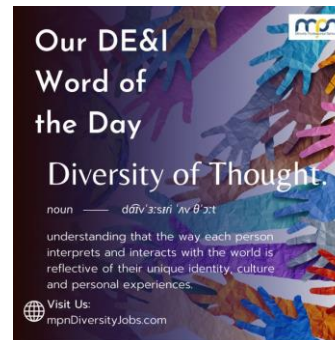
noun — 'ɛkwɪti  
the act or practice of including and accommodating people who have historically been excluded.

Us:

iversityJobs.com

- Conduct pre-assessment
- Conduct focus groups
- Conduct work environment assessment (cultural audits)
- Conduct and complete analysis
- Identify and propose potential training & consulting/coaching solutions
- Present specific findings & recommendations with client
- Discuss and align on specific training, consulting/coaching scope & timing

# PRE-ASSESSMENT & ANALYSIS



# DEI TRAINING & CONSULTING SOLUTIONS

Our DEI **training and consulting** solutions are customizable and tailored to each client or partner, based on various factors, including assessment results, scope, frequency, participants, goals, challenges, preferences, desired outcomes/results, expenses, and budget.

Training

Facilitation

Keynote  
Speakers

Panelists

Classes

(½ day, 1-day, multi-day)

Workshops

Seminars

Symposiums

Webinars

Consulting

Strategy

Coaching

Some solutions are also delivered with support from our broad network of external consultants and partners.



# TRAINING & CONSULTING DELIVERY PHASE

Drive the necessary knowledge, awareness, behavior or changes for the betterment of the organization, people, culture, clients and other stakeholders.

## Word of the Day Intentionality.

noun — *Int,ɛnfən'ælrɪ*

being purposeful and deliberate in everything we do. It involves setting clear goals, focusing on priorities, and making conscious decisions.

Us:

iversityJobs.com

- Discuss and align on specific goals, requirements and objectives
- Discuss and align on DEI training or consulting/coaching modules or topics
- Develop training or consulting/coaching curriculum, approach and timeline
- Conduct initial training and/or consulting/coaching
- Measure effectiveness and results
- Deliver follow up training and/or consulting/coaching



# SAMPLE DEI REQUIREMENTS OR OBJECTIVES

Based on pre-engagement consultations, we will seek to better understand each client's primary and specific DE&I needs and objectives, and subsequently develop, propose, deliver and measure results for relevant and affordable solutions. Some examples of potential client requirements or objectives perhaps may include some of the following:

DEI overview,  
knowledge,  
awareness and  
benefits

Understanding,  
valuing and  
leveraging cultural  
differences

Improving  
communication in a  
changing  
workplace

Strategies & Tactics  
to Minimize Bias in  
the Workplace

Servant and  
Strategic Leadership  
Development

Strategies to Aide  
Diversification of  
Hiring Managers'  
Candidate Pools

Improving DEI  
Recruitment and  
Retention Strategies

Strategies & Tactics  
to Enlighten and  
Improve Equity in  
the Workplace

DEI Coaching for  
Leaders, Executives,  
VPs, & Directors

Creating and  
Leveraging DEI  
Competitive  
Advantages

DEI Recruiting,  
Suppliers,  
Informational and  
Networking Events

Training, Strategies  
& Tactics for Talent  
Acquisition Staff to  
Improve Minority &  
DEI Recruitment

Understanding roles  
and responsibilities  
as leaders and  
contributors in  
supporting equity

DE&I Coaching  
and/or Training for  
Managers and  
Supervisors

DE&I Training for  
Associates &  
Contributors



# TRAINING/COACHING CURRICULUM & APPROACH



# SAMPLE THEMES / MODULES (1 of 2)



Diversity Recruitment and Retention Best Practices



The Business Case for Diversity, Equity & Inclusion  
Individually, Organizationally, Company-wide (stakeholders, benefactors)



Effective Strategies for Addressing Unconscious or Implicit Bias



Effective Strategies for Driving Cultural Sensitivity



Effective Leadership Strategies for Diverse Work Groups



Effective Strategies for Addressing Conscious or Explicit Bias

# SAMPLE MODULES (2 of 2)



Servant Leadership vs.  
Strategic Leadership



Effective Leadership  
Strategies for Diverse Work  
Groups



Cultural Competency,  
Awareness & Belonging in  
Workplace Equity



Tactics, Strategies &  
Techniques for Driving &  
Sustaining Equity



What are Potential  
Consequences due to a Lack  
of Workplace Equity



Cultural Competency,  
Awareness & Belonging in  
Workplace Equity

# OUR CLIENTS, PARTNERS & RESULTS





# SELECT CLIENTS & PARTNERS



Amherst  
College



**HARVARD**  
SCHOOL OF PUBLIC HEALTH

**CUNY** THE GREATEST  
URBAN UNIVERSITY  
IN THE WORLD

HYATT®



USDA



**ALLIED UNIVERSAL**  
SECURITY SERVICES

**UCLA**  
UNIVERSITY OF CALIFORNIA, LOS ANGELES



nwea



**Walmart**

**TRAVELERS**

The  
Hunger  
Project.

Boston  
Scientific  
Advancing science for life™

California Lutheran  
UNIVERSITY

**KU**



BILL & MELINDA  
GATES foundation

**SANDAG**

hodes.smartpost



**CBRE**



J W T



Yale



**Cabela's**  
World's Foremost Outfitter



Berkeley  
UNIVERSITY OF CALIFORNIA



The above list only reflects a tiny snapshot of the 2,800+ DEI job board, recruiting, events, digital marketing, training and consulting clients and partners that we've attracted and supported from 46 U.S. states and several other countries since 2001.

# SELECT DEI SPEAKING RESULTS & HEADLINES

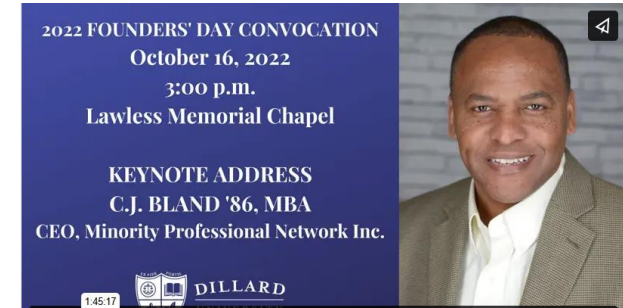


Determination, tenacity and service: C.J. Bland delivers heartfelt keynote address during Founders' Day Convocation



MPN worked with the client to identify specific topics and delivered training, professional development and thought leadership to 200+ Walmart Distribution Center supervisors and managers, directors, store managers and area managers on multiple topics, including:

- Servant Leadership
- Diversity & Inclusion
- Teamwork
- Strategic Leadership
- Supplier Diversity
- Workplace Communication



**MPN CEO shares insights on Actionable Ways to Drive Diversity, Equity & Inclusion in Your Organization**

06/17/2020

C.J. Bland is the co-founder and CEO of Minority Professional Network, Inc. (MPN) and a longtime DE&I speaker, trainer, facilitator and consultant. Mr. Bland, was recently asked to share his



**MPN delivered an integrated consulting solution coupled with 60+ turnkey events from 2004 to 2017**



**MPN CEO Speaks on Diversity, Recruitment and Retention at Microsoft-sponsored SMX Next 2020 Expo**

06/24/2020

By MPN Staff SMX Next 2020 is a Microsoft sponsored virtual event, intended to aid over 10,000 marketers by creating an opportunity to learn about emerging technology and tactics that are



# SELECT TRAINING-SPEAKING-EVENT PHOTOS



Determination, tenacity and service: C.J. Bland delivers heartfelt keynote address during Founders' Day Convocation



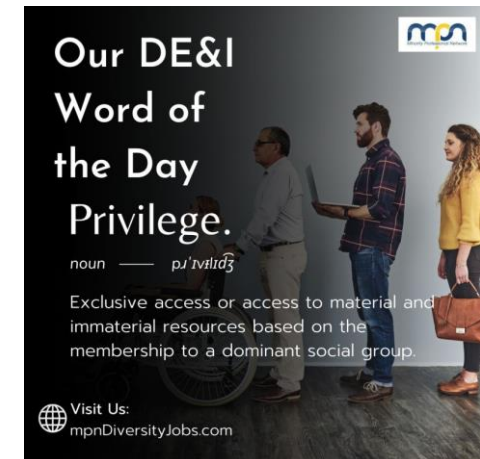
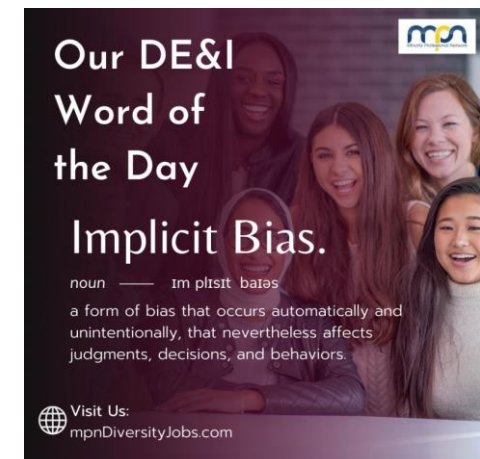
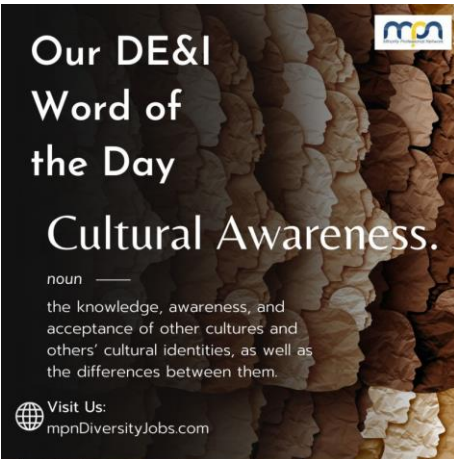
MPN CEO's DEI Interview on CNN



# SELECT LOCATIONS

**Our speaking, training and event locations have included the following:**

- Albuquerque, NM
- Atlanta, GA
- Chicago, IL
- Coral Gables, FL
- Denver, CO
- Harrisonville, MO
- Kansas City, MO
- Miami, FL
- New York, NY
- Norfolk, VA
- Phoenix, AZ
- Raleigh, NC
- San Diego, CA
- Seattle, WA
- Anaheim, CA
- Birmingham, AL
- Cincinnati, OH
- Dallas, TX
- Durham, NC
- Houston, TX
- Los Angeles, CA
- Minneapolis, MN
- New Orleans, LA
- Oakland, CA
- Pittsburgh, PA
- Salt Lake City, UT
- San Francisco, CA
- Tampa, FL
- Arlington, TX
- Charlotte, NC
- Coconut Grove, FL
- Detroit, MI
- El Paso, TX
- Indianapolis, IN
- Memphis, TN
- Nashville, TN
- Newark, NJ
- Palestine, TX
- Portland, OR
- San Antonio, CA
- Scottsdale, AZ
- Washington, DC







DE&I

Word of  
the Day

Opportunity.

noun — ,ɒpə'tju:nəti

a good chance for advancement  
or progress.

Us:

iversityJobs.com

# CONTACT US!



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