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Trainer, Coach, Author & Speaker

"I was one of the first women to own and operate a full-service ad agency. Then one day I took a series of transformational trainings and my life hasn't been the same since. The question that I ultimately asked myself was what did I want to do with the rest of my life, make a difference with a human being or sell another bottle of beer. Since then I've traveled all around the world working with women and men transforming lives for the better."



The Resources List is designed to assist you in effectively utilizing ©The Positively Powerful Formula of Transformation. Imagine that you are facing the challenges of going through the 7 steps with a proven leader in diversity and inclusion. I am here to assist you. Joel Martin, PhD

1. Imagine The New
2. Guides And Leaders
3. Know Your Now.
4. Commit To Qualitative And Quantitative Metrics
5. Build You Bridge. Move, As The Future
6. COMIT= D&I Brand Success
7. Calibrate, Celebrate Continuously

1. Imagine The New

- Start with being inspired: What makes a hero? - Matthew Winkler
TED.COM<http://www.youtube.com/watch?v=Hhk4N9A0oCA&list=PLvLDbnEArAjHQ-Uz2GfXIKdLMzQf4Xgp2>
- Then read "Snow Flake Moments"
<http://changethis.com/manifesto/100.04.SnowflakeMoment/pdf/100.04.SnowflakeMoment.pdf>
- Diversity On Nonprofit Boards: <http://www.councilofnonprofits.org/resources/resources-topic/boards-and-governance/diversity-boards> Excerpt: Why is Board Diversity Important? Having a board with diverse perspectives is critically important. Each person will bring his or her own personal and professional contacts and life experiences to their service on a nonprofit board. With a diversity of experience, expertise, and perspectives a nonprofit is in a stronger position to face opportunities and challenges.



- Positively Powerful Woman's Award June 20th 2014, Ritz-Carlton Phoenix and Transformational Leadership Boot Camp June 21st. Phoenix.
- 11 Traits of a Great Nonprofit Workplace According to Nonprofit Times <http://blog.hubspot.com/marketing/traits-great-nonprofit-workplace-list>
- Purchasing Powerful of women and people of color. <http://www.catalyst.org/knowledge/buying-power>. Note also the many significant footnotes on this site.
- What is Democracy? Video. <http://www.positivelypowerful.com/Insights/2013/05/what-is-democracy/>

2. Guides And Leaders

- The ASU Lodestar Center for Philanthropy & Nonprofit Innovation <https://lodestar.asu.edu/>
- Seth Godin on the Difference Between Leadership and Management http://www.youtube.com/watch?v=Xx2SV2bYSfU&feature=em-share_video_user

3. Know Your Now

- Testing Your Own Unconscious Bias. Said to be the most effective tool available for testing one's own unconscious bias is the Implicit Association Test (IAT), created and maintained by Project Implicit, a consortium made up of researchers from Harvard University, the University of Virginia, and the University of Washington. To take the IAT, without charge, go to <https://implicit.harvard.edu/implicit/>.
- Diversity & Inclusion: Are you getting by, fitting in or leading? <http://www.positivelypowerful.com/Insights/2013/04/diversity-inclusion-are-you-getting-by-fitting-in-or-leading/>
- <http://www.positivelypowerful.com/Insights/wp-content/uploads/2013/04/2013-Diversity-Checklist.pdf>
- www.diversityinc.com. <http://www.diversityinc.com/the-diversityinc-top-50-companies-for-diversity-2013/>
- Assessment <http://www.janeelliott.com/commitment.htm> Useful for individuals and teams
- Proven Strategies for Addressing Unconscious Bias in the Workplace. Diversity Best Practices. <http://www.cookcross.com/docs/UnconsciousBias.pdf>
- Arizona's Demographic Changes: A Look at the State's Emerging Communities of Color <http://www.americanprogress.org/issues/poverty/news/2012/02/28/11060/arizonas-demographic-changes/>
- The Civil Rights Act. <http://www.judiciary.senate.gov/about/history/CivilRightsAct.cfm>



- Affirmative Action.
https://www.aclu.org/files/images/asset_upload_file795_34806.pdf

4. Commit To Qualitative And Quantitative Metrics

- [www.diversity inc.com. http://www.diversityinc.com/the-diversityinc-top-50-companies-for-diversity-2013/](http://www.diversityinc.com/the-diversityinc-top-50-companies-for-diversity-2013/)
- Global Diversity and Inclusion: Perceptions, Practices and Attitudes A Study for the Society for Human Resource Management (SHRM) Conducted by the Economist Intelligence Unit
http://www.shrm.org/research/surveyfindings/articles/documents/diversity_and_inclusion_report.pdf
- Diversity Management 101: This Definition of Diversity Management Can Help You Make a Business Case <http://www.diversityinc.com/diversity-management/diversity-management-101/>

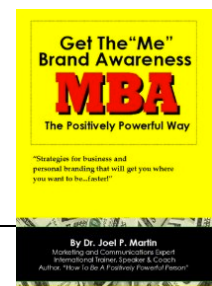
5. Build Your Bridge. Move, As The Future

- The Diversity Training Activity Book: 50 Activities for Promoting Communication and Understanding at Work http://www.amazon.com/Diversity-Training-Activity-Book-Communication/dp/0814415369/ref=sr_sp-atf_title_1_1?s=books&ie=UTF8&qid=1384271475&sr=1-1&keywords=diversity+training
- <http://shop.janeelliott.com/EYE-OF-THE-STORM-ABC-News-JE-26.htm> It is highly recommended that if this video is used in a Workshop that a skilled facilitator be included.
- Unlocking the full potential of women in the U.S. economy, Special Report produced exclusively for The Wall Street Journal Executive Task Force for Women In The Economy 2011. Research and strategies.
http://www.mckinsey.com/client_service/organization/latest_thinking/unlocking_the_full_potential
- Ending Sex and Race Discrimination in the Workplace: Legal Interventions That Push the Envelope. Publication. <http://www.iwpr.org/publications/pubs/ending-sex-and-race-discrimination-in-the-workplace-legal-interventions-that-push-the-envelope-1>
- Diversity Dimensions. Loden and Rosner (1991)
http://www.blackwellreference.com/public/tocnode?id=g9781405131995_yr2013_chunk_g978140513199520_ss30-1
- Silent Beats Video about perceptions. <http://www.youtube.com/watch?v=76BboyEI48>

6. COMIT= D&I Brand Success

- http://www.amazon.com/Get-Brand-Awareness-Positively-Powerful-ebook/dp/B004U2A8ZG/ref=sr_sp-

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atf_title_1_2?s=books&ie=UTF8&qid=1384271315&sr=1-2&keywords=me+brand+awareness Available on Kindle

- Positioning. As Popularized by Al Ries and Jack Trout (Still a great primer) <http://www.quickmba.com/marketing/ries-trout/positioning/>
- From Harvard. Hauser Center for Nonprofit Organizations Role of Brand in the Nonprofit Sector <http://www.hks.harvard.edu/hauser/role-of-brand/>
- Case studies: [www.Abhow.com](http://www.abhow.com) - <http://www.abhow.com/news?q=diversity>. Mountain Park Health Centers <http://www.mountainparkhealth.org/>

7. Calibrate, Celebrate Continuously

- 2014 diversity holidays. Download of <http://www.mybookezzz.org/2014-diversity-holidays/>
- **Positively Powerful Woman's Award June 20th 2014, Ritz-Carlton Phoenix and Transformational Leadership Boot Camp June 21st. Phoenix.**

**Thank you for your commitment to
"Diversity, Inclusion And Promoting Your Brand"**

Please be so kind as to send your responses to the below questions to
Jpmartin@@triawest.com

Was this D&I Resource Guide useful?

What would you like more of?

Any other comments?

