

What Managers Say About Our Diversity Training

"Jackie and Jo-Ann were informative, knowledgeable, enthusiastic and able to engage in a wide cross-section of attendees in a candid and lively discussion of sensitive issues."

Brad Estes, General Manager
Pelican Bay Foundation, Inc., Naples, Florida

"Thank you for providing a matter of fact, non-threatening look at the diversity issue as it relates to working, and building teams. The interactive activities, discussions, and exercises provided foundations for self-exploration, as well as getting to know co-workers better."

Jacqueline Hagan, Director, Membership and Marketing
Girl Scouts of Gulfcoast Florida, Inc.

"The presenters do a great job with a tough subject in their approach to get participants to care about diversity issues because they want to, not just because they have to."

Karen Kocses, Human Resources Director
Collier County Government

"Jo-Ann Bradley ... exceptional trainer in all areas of human resources and staff development. Exceptional service for the News-Press and the Gannett Company bear witness to ... excellence in training and management."

Paul B. Flynn, Former Publisher, The News-Press
Former President, USA Today

"Jacquelyn Ferguson has great breadth and depth of knowledge. She is content driven and upbeat. She holds everyone's attention and delivers information any participant can use."

Solomon Stevens, Ass't Superintendent EEO & Employee
Relations Pinellas County Schools

"Jo-Ann and Jackie presented an excellent workshop to 1,600 employees in two months. (It was) very beneficial (because it) gets people talking and encourages those who are interested to build bridges to others. Both Jo-Ann and Jackie have a knack for guiding participants, even those who resist diversity, through a fun day of learning. The skills taught were right-on for avoiding most conflicts. I would highly recommend Jackie and Jo-Ann to any one. They are easy to work with, highly energetic, entertaining, and responsible."

Kandis Baker-Buford, Equal Opportunity Administrator
Polk County Board of County Commissioners

For more information about this
or other training programs, contact ...

Jacquelyn Ferguson, M.S.

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Building Diverse Teams



Training with a Purpose

"Diversity in action can positively impact recruitment efforts, employee relations, productivity and growth for your organization."

Brad Estes, General Manager, Pelican Bay Foundation, Inc.

For Power-Packed Diversity Training

Does your workforce reflect the
community in which you live and work?

Creating a Diverse Environment

Making sure your employees are inclusive lowers stress by decreasing conflict in your workplace. It clearly frees up energy to “get the job done” while meeting the needs of a rapidly changing customer base.

How can you honor diversity? Through a proven, power-packed training program. This experiential program brings to the surface stereotypical attitudes that inhibit teamwork ... and your organization’s ability to be productive.

Power-Packed Experiential Training

Today’s employers must be compliant with local, state, and federal laws and regulations concerning diversity. In our litigious society, it’s difficult to know from where the next threat of lawsuits may come.

Though you can’t *make* employees change their biases, our training helps them understand what *is* and *is not* acceptable – both within your organization and in the eyes of the law. As a result, they’ll experience “what’s in it for them” when they embrace diversity.

Training Participants Will Learn

- Is everyone biased? The answer may surprise you.
- The difference between prejudice & discrimination.
- Implicit stereotyping: What is it and do they convey it? How can they move beyond stereotypical beliefs?
- Diversity conflicts: What is the number-one cause? How can they be handled with grace?
- Hostile work environment: You know what it is but what can be done about it?
- Employee Code of Conduct: What is it? How can it be created in your organization?

Jacquelyn Ferguson

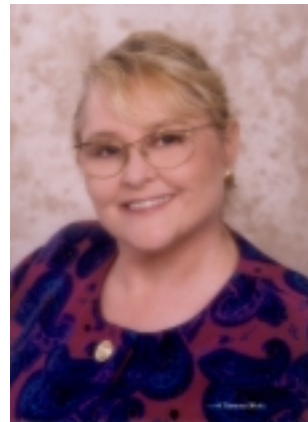
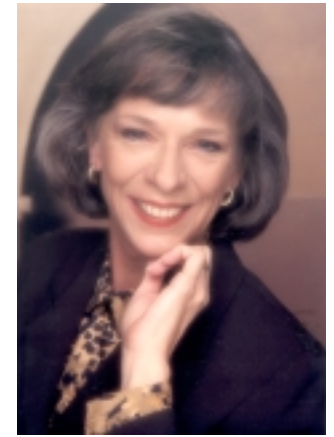
Jacquelyn Ferguson, M.S., is a licensed therapist and a human resource development training consultant who specializes in diversity and stress management.

This energetic, dynamic professional brings a combination of problem-solving skills, speaking expertise and business experience to your organization. She has designed and facilitated training programs for business, education and government over the last two decades. Jackie has trained groups throughout North America, the UK, Australia, and also in Europe and New Zealand.

In the '70s, Jackie served in the Peace Corps in Colombia, South America, where she founded an accredited adult high school. After returning to the U.S. and earning her M.S. in community counseling/psychology from Mankato State University, Minnesota, she became a therapist and program director at a community mental health center in Florida.

In 1982, Jackie founded InterAction Associates, a management development and human relations training firm. She has produced four audiotapes on topics ranging from stress management to self-esteem.

“She mastered concepts of acceptance while surviving in the jungles of Colombia surrounded by the world’s most venomous snakes.”



Jo-Ann Bradley

Jo-Ann Bradley is president of HR Options, Inc., which provides training programs, services and products that improve effectiveness within organizations. As a diversity specialist, she helps managers develop a strong commitment and a planned approach to establishing diversity in their companies. This includes creating a mission statement and conducting research and training programs that stress valuing all people equally.

As Human Resources Director for The News-Press, a Gannett newspaper, Jo-Ann won Gannett’s top HR award for excellence four out of the last five years. She has also been Director of the Department of Community Relations for Lee County, Florida. This agency investigates and resolves complaints of discrimination in employment. In addition, she was Assistant District Personnel Officer for HRS and an employment interviewer for the New York State Employment Service.

Jo-Ann holds a B.A. in liberal arts from Hofstra University in New York. An accomplished portrait painter, she is also a licensed pilot.

“The only woman who can fly an airplane, paint a portrait and discuss diversity all at the same time.”