



Kendra Prospero

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Keynote Proposal

“On Becoming More Diverse”

Abstract

Most leaders find a Diversity, Equity, and Inclusion (DEI) initiative to be important and also find it daunting. You know that there is value in having a more diverse team, but most leaders have little idea around how to do it - the efforts to hire, promote, train, and retain a diverse team people seem like too much with little impact. The journey begins with a single step, and it is possible to create a diverse team with time and effort.

I am a founder too, and this practical and inspiring talk pulls from my 12-year journey building a company where I have diverse representation from every member of my team. Plus, we have little turnover, a culture that is admired, is profitable and I work less than a 40-hour week. If I can do it, you can too!

Learning Objectives

1. Understand the six elements every organization needs to start building a culture of belonging
2. Evaluate the four dimensions that define diversity in a different way
3. Learn the one tactic to automatically guarantee more diversity in your organization

Testimonial

“Kendra is one of the rare leaders who committed to a DEI initiative and can prove it. She has a wealth of practical knowledge that make a DEI effort seem doable for anyone with a commitment. I feel inspired and ready after her keynote. As an added bonus, she’s an inspiring and funny speaker.”

- Carey Mason, Founder and CEO of DEI4Biz

References

David Kendall, Founder and CEO, BOLDLegal, 303-517-7067, david.kendall@bold.legal
Joshua Hunt, Founder, Trelora, 303-887-3000, joshua@lilac.com
Greg Greenwood, Founder and Serial Entrepreneur, 303-808-4900, greg.l.greenwood@gmail.com