

BETH RUFFIN

HELPING YOU BECOME THE INCLUSIVE LEADER IN YOUR INDUSTRY



ABOUT BETH RUFFIN

Beth Ruffin is an author, speaker, and coach who teaches others how to be inclusive in business.

Beth spent 20 years in Corporate America with experience in Financial Services, Healthcare, and Technology. She has a proven track record in strategic planning, diversity & inclusion, project management, mentoring, customer relationships, and career advancement.

Beth has spoken at Walt Disney World, TEDx Gainesville, Culture Con, the National League of Cities, Columbia College, the University of South Carolina, and at the Diversity Best Practices Conference.

SERVICE OFFERINGS

Training Sessions Interactive training sessions to help develop diversity & cultural competency through awareness knowledge, and skills. Topics include inclusive leadership, bias, microaggressions, allyship, inclusive recruiting, cultural competency, and diversity of thought. **\$3,000**

Executive Coaching 1-1 Coaching around DEI to help participants gain self-awareness, create goals, achieve development objectives, unlock their inclusive potential, and learn how to role model inclusive behavior. **\$250/hr**

Facilitated Dialogues. Facilitated conversations around sensitive topics such as race and ethnicity, gender, LGBTQ, and ability. **\$5,000**

TESTIMONIALS

Attorney Beth encouraged each of us to bring our authentic selves to work, be aware of and counter our unconscious bias, appreciate differences and include and benefit from all perspectives.

Fortune 250 Chief of Staff Beth's leadership helps de-escalate tense situations so people can get to the heart of the matter and make real change.

Non Profit CEO Beth is a very skilled facilitator, and she does not shy away from tough content, and ensures that all participants feel both safe and challenged by the discussions.

Non Profit Board Liaison Beth is a personable individual who is prone to social settings and many versatile interactions with various types of people. She has a way of relating to people that makes them feel warm, secure, and affirmed. Beth interacts with us like she is a member of the senior team. She is consistently solution- focused and positive, but in a real and meaningful way.

OUR VALUES

We believe in fostering inclusion at all costs.

For us, inclusion is the foundation to diversity, equity, and belonging. We define inclusion as the intersection b/t belonging & uniqueness.

We encourage others to become comfortable with the uncomfortable.

The work of DEI requires a movement away from comfort zones. We push past the surface level into the transformative.

We believe DEI work should impact the head, heart, and hands.

Speaking of transformation, our aim is to affect what people know, what they believe, and how they behave.

We promote curiosity as a primary learning tool.

We encourage participants in our work to replace certainty with curiosity. Curiosity fosters growth and change.

PREVIOUS CLIENTS



CENTRAL CAROLINA
Community Foundation



MIDLANDS
TECHNICAL COLLEGE



United Way Association
of South Carolina

Beth Ruffin, CEO
The Everyday Inclusionist
803-201-9033
beth@bethruffin.com
BethRuffin.com