



CENTRE FOR
SOCIAL INTELLIGENCE

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MEDIA KIT
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KELLY COOPER

**CEO AND FOUNDER,
CENTRE FOR SOCIAL INTELLIGENCE**

Are you struggling to figure out how to create financial gains from diversity and inclusion (D&I)? Are you looking for ways to create a sense of belonging and avoid any harassment issues at your workplace? Do you worry that by implementing a D&I strategy that you could fail and that will reflect poorly on your leadership?

If you've answered yes to any one of these questions or all, you are not alone. **From significant research and experience from around the world, I can guide you to create a positive economic result from this social issue.**

Use your influence and position of power in your organization to make a long-lasting shift in your workplace culture that not only has people singing your praises as a leader but provides the economic returns that demonstrate this is a competitive advantage in your business.

Take control of this issue and start leading your organization into the future where all stakeholders – Board members, employees, communities, supply chain companies, and others in your sector - recognize your leadership. Where **respect and belonging** in the workplace forms the foundation of how people operate, providing rewards and support for behaving that way.

Sound too good to be true? It all starts with you.

Let me show you.





ABOUT KELLY

Kelly has led the development of the Women in Mining Canada's National Action Plan and is currently spearheading another 3-year progressive and more comprehensive national action plan in the forest sector. **Her vision and determination have created transformational change on D&I across the whole of the sector. For a look at this exciting and cutting-edge initiative go to www.freetogrowinforestry.ca.** She believes that taking this issue on a sector-wide basis is an effective and efficient means of achieving a sustainable shift in the workplace culture.

Kelly's inclusive leadership style ensures everyone feels heard and is engaged. She values both individual and intergroup differences in the workforce. Her international experiences and appreciation for cultures allows all people from diverse backgrounds to feel valued, respected and recognized. By applying inclusive leadership skills and tactics to overcome resistance, Kelly has successfully demonstrated that transformational change can happen in any organization. She shows you how to create a workplace where you can bring "your whole self" to work and where everyone feels they belong.

Kelly is a strong advocate for applying EQ skills such as empathy, impulse control, assertiveness, among others to help everyone find greater understanding of the benefits to gender diversity and inclusion – both social and economic.

Kelly has been a guest speaker at various international conferences aimed at increasing women in senior executive roles and in technical positions in the natural resource sectors including the World Bank, Canadian federal government and sector association conferences. Over her extensive career, Ms. Cooper has worked in Asia, Africa, Latin America, and Europe on various sustainable development projects. She holds an M.A. in International Environment, Development and Policy from the University of Sussex, UK, and an Honours BSc. from the University of Toronto, and holds certifications in GBA+, EQ-i 2.0 and ProSci change management (ADKAR model).

Kelly has recently launched a book entitled **“Lead the Change – The Competitive Advantage of Gender Diversity and Inclusion.”**

She has been cited in various media articles and is well respected for her thought leadership on this topic.

OFFERINGS

Get the clarity you need on this issue with someone who has the experience and ability to work with executives, understands strategy and has a wealth of knowledge to guide you through this often-considered confusing topic.



The logical mindset of seeing this issue through a practical and economic lens

The ability to communicate effectively to a diverse audience from executives to employees and others



Comfort that you aren't being taken advantage of by a large firm that has recently made D&I part of their business offerings or a pop-up firm that may not have a handle on this issue

AVAILABLE FOR:

- ⚙️ KEYNOTES
- ⚙️ PODCAST INTERVIEWS
- ⚙️ PANEL DISCUSSIONS
- ⚙️ EDITORIALS
- ⚙️ CONSULTING



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[Click here to book a call with Kelly](#)

LET KELLY GUIDE YOU AND YOUR ORGANIZATION BY:

SPEAKING ENGAGEMENTS

For company retreats; conferences; podcasts; political/public venues; or editorial pieces.

Topics include such things as:

- How to create a return on D&I beyond what you get in the stock market
- How to replace harassment with belonging in the workplace
- Overcoming Resistance to D&I - The Easy Way
- Inclusive leadership - the secret to belonging in the workplace
- The importance of D&I allies
- The Step-by-Step Blueprint to Economic Returns on D&I

EXECUTIVE LEADERSHIP PACKAGE

This Executive Leadership Package orients the Executive Team with strategic advice that will set a solid and sustainable course for success. It is a 3-step process that once implemented, will give assurance that not only this is the right thing to do, but necessary to position your organization to be more competitive and profitable in the current global market.

FROM STRATEGY TO ACTION

Great! You've decided to move forward with your D&I efforts – but where to start first? Kelly will work with you to guide your organization through a proven and systematic process that will guarantee results.

RECENT MEDIA WHERE KELLY HAS BEEN SHOWCASED



Free to Grow in Forestry
Plan to Eliminate Resistance



Legend Magazine – Global Women Empowerment Issue – Sept 15, 2020



Pulp and Paper Canada Magazine,
January 2021 edition



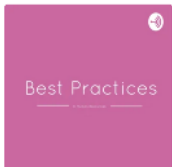
Ottawa Business Journal Fall 2020 issue



Canadian Forest Industries Magazine Jan 2021



Joseph Bonner Show – podcast Sept 2020



Best Practices in Human Resources Podcast
EP 93: Lead the Change w/ Kelly Cooper



Kelly's book is sold in Chapters Bookstore across Canada and is also available at Amazon. Available in print, e-book and audible formats



Globe and Mail article, November 2, 2020



Pulp and Paper Canada Magazine, Fall 2019 article on diversity and inclusion



TESTIMONIALS

HEAR WHAT OTHER'S ARE SAYING



“I have genuinely valued the close working relationship that the Canadian Institute of Forestry has had with Kelly. I have observed first-hand, and professionally benefited tremendously from, Kelly’s personable professionalism, guidance, expertise, and leadership as our organizations partnered to lead a 3-year National Action Plan on Gender Equity in Canada’s Forest Sector. Her vision for a multi-stakeholder approach to address diversity & inclusion by sector has significantly impacted awareness and action across the country. Disrupting a sector such as forestry on gender diversity and inclusion is no easy task yet Kelly’s no-nonsense approach and her skills with dealing with the C-suite have mobilized energy across the sector and creating impactful actions have changed this conversation from one of impossibility to one of attainability.

I can’t say enough about the energy and drive she brings and would recommend her and her company to assist any organization or sector looking to affect positive change on Gender Equity, Diversity, and Inclusion.”

Luc M. Rainville, President, Canadian Institute of Forestry ★★★★★

REGARDING KELLY’S BOOK: LEAD THE CHANGE – THE COMPETITIVE ADVANTAGE OF GENDER DIVERSITY AND INCLUSION

I have had the good fortune to work with Kelly over the past year to work on gender equity in the forest sector. This innovative project is largely the result of Kelly’s vision, tenacity and her ability to bring others on board with that vision...Kelly’s enthusiasm and persuasive logic brought this powerful committee together to work collaboratively across the forest sector to improve diversity and inclusion across the whole of the sector...Kelly is not only an advocate for this issue but understands strategy, organizational culture, building alliances and the importance of communications to build buy-in.



Heather Dryburgh, Director General, Statistics Canada ★★★★★

Inclusiveness is not only a social issue but also a key business driver. Diversity & Inclusion needs to be a strategic priority for any leader and this book is a must-read for anyone wishing to leverage this competitive advantage.

Virginie Hotte-Dupuis, Chief External Communications, L’Oreal Canada ★★★★★

Kelly Cooper’s book inspires action from leaders and executives on gender diversity & inclusion. Sodexo knows that gender balance fosters creativity and innovation, and ultimately drives better business results. When women reach their full potential, business and society are stronger and more successful. I definitely think this book will help leaders and organizations.

Normand St-Gelais, Director of Corporate Responsibility, Sodexo ★★★★★