

Q: What powerful, eroding force has the biggest impact on diversity initiatives?  
A: The little things

# Count Me In<sup>TM</sup>

## Promoting Teamwork and Inclusion

### Client List

#### A History of Advancing Diversity to The Next Level in Organizations

The Next Level has pioneered innovative management and diversity practices in organizations for the past twenty years. The firm's groundbreaking workshops, video, and keynotes on micro-inequities tackle a pervasive, devastating, yet largely unrecognized issue in corporations. Their work in this area was profiled at the Catalyst Awards in 2002.

American Management Association  
Aramark  
Avaya  
AT&T  
BMC Software  
Bank One  
Chubb & Son  
Ciba-Geigy  
Con Edison  
CSC Healthcare  
Deloitte & Touche  
Duane Morris & Heckshire  
Ernst & Young  
International Center for the Disabled  
Marsteller Advertising

Merrill Lynch  
New Jersey Department of Personnel  
Owens-Fiberglas  
Public Service Gas & Electric Pennsylvania  
Power and Light  
Raytheon  
Rutgers Institute for Women's Leadership  
Johnson & Johnson  
JP Morgan Chase  
The Kellogg School of Management  
Lucent Technologies  
Shell Oil  
Windstar  
World Bank  
The Governments of Japan & Australia



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### What Fortune 500 Clients Have to Say

“ This is taking diversity to a place we’ve never been. For the first time, we’ll see change at the level of person to person, where it counts most...”

“ The most successful diversity effort we’ve undertaken in ten years.”

“ It’s transformed our leadership meetings. We’re noticing when we exclude people or put down ideas—and we’ve got a common language and strategies to deal with it when it happens. The result is a far more innovative and motivated group.”

“ You’re getting at the real stuff here, daily behaviors that bring us together or pull us apart.”

“ Started us thinking how do we get more diversity in the room, bringing new people in and marveling at how much they add to the conversation-- I keep thinking, ‘I never would have thought of that.’ ”

Exclusion doesn't have to come from overt acts of discrimination. It can be a drama of countless incidents that destroys productivity, sabotages team work, and undermines diversity efforts at every turn. A Next Level client once called it, "death by 1,000 cuts."

## Are you starring in a micro-inequities drama?

### Act 1: The Devaluing Messages Build

- You're not copied on critical e-mails
- The boss cuts you off and overlooks your contributions
- The team keeps forgetting to invite you to meetings


### Act 2: Regret Sets In

- You discuss the subtle put-downs with your manager
- You're shot down for bringing up "trivial matters"
- You don't feel valued for your contributions
- You announce your resignation

### Act 3: The Aftermath

- The company loses someone with unrealized potential
- The excluding, devaluing culture remains
- The organization stagnates and begins to fail

But the story doesn't have to end this way



**Bring your diversity program to "The Next Level"** with a pioneering approach that stops the eroding effects of devaluing behavior and builds a constructive work climate: **Count Me In™**

Where some diversity training leaves you feeling powerless to address problems, we teach skills you can use to explore differences successfully and count yourself and others in.

### Avoid the Pitfalls of Worn Out Diversity Methods

**Count Me In™** teaches participants how to counter micro-inequities with valuing behavior. We don't blame, alienate, or preach. Where some diversity training leaves you feeling powerless to address problems, we teach skills you can use to explore differences successfully and count yourself and others in. We "walk the talk," creating a welcome climate that's fun, lively, and encourages interactivity.

### Action-Oriented Training That Shows You How to Value Differences

Using documentary footage, enlightening exercises, and skills training, this program helps participants:

**Assess** the current climate for differences with an instant interactive survey

**Understand** why differences are vital to growth yet a challenge to accept

**Explore** the profound power of micro-messages: how valuing and devaluing micro-messages impact performance, morale, innovation, and teamwork

**Promote** inclusion using a tool kit of communications skills to counter micro-inequities and encourage others