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2019

LEAD THE WAY

LEVERAGING PSYCHOLOGICAL SCIENCE TO IMPROVE THE WORKPLACE

SPEAKER BIO

Bernardo Ferdman, PhD



Bernardo, principal of Ferdman Consulting, has focused his career on supporting organizations to use their diversity to achieve better business results. He works with organizational leaders and employees to foster inclusion, to develop and implement effective ways of using everyone's talents and contributions, and to build inclusive behavior and multicultural competencies on the part of individuals, teams, and the whole organization. A CCE Board Certified Coach and native Spanish speaker, Bernardo also has extensive international experience.

Bernardo works with organizations, groups, and individuals to improve performance and leadership and to foster inclusion, focusing on assessment, coaching, dialogue, facilitation, and learning in the context of diversity. He has consulted to a range of businesses, NGOs, non-profits, government agencies, and educational institutions in the United States, Europe, Latin America, and Asia, and has partnered with a range of organizations to develop and implement inclusion initiatives. He has served as a leadership coach for a range of clients in corporate, non-profit, and other settings, working to support them in achieving their goals while developing self-awareness, receptiveness to feedback, and practice in working effectively and productively with a range of co-workers, supervisors, and reports. He has also worked with UCLA, UCSD, Ascent- Leading Multicultural Women to the Top, and others to develop Latino/Latina and other multicultural leaders in both corporate and non- profit settings. A sought-after speaker, Bernardo has designed and delivered training and worked with managers and executives to support their professional and leadership development

and with organizations to develop effective strategies for diversity and inclusion. A skilled facilitator, he has designed and conducted hundreds of workshops, meetings, and other events, both on inclusion and diversity and various other issues (for example serving as lead co-facilitator for CaliforniaSpeaks, a statewide conversation, on healthcare reform). Bernardo is a member of the Diversity Collegium (a think tank of diversity practitioners) and of the Inclusion Allies Coalition and was a network associate with AmericaSpeaks. At Ferdman Consulting, he particularly focuses on building inclusive leadership practices to bring out the best in the organization and its members. Bernardo's workshops focus on the practice and challenges of inclusion, on working across differences, on authentically and effectively engaging in conflict, and on bringing one's whole self to work.

Bernardo was a university professor from 1986 to 2017, and also served in administrative roles, including Program Director. He has broad knowledge of theory, research, and practice in diversity and inclusion, organization development, cross-cultural management and leadership, and Latinos/as in the workplace. He has published extensively and makes presentations and conducts workshops for a range of audiences on these topics. His book, *Diversity at Work: The Practice of Inclusion* (Wiley, 2014), provides a state-of-the-art, research-based understanding of inclusion and how to systematically create it, foster it, and navigate its challenges. His various awards include the Janet Chusmir Distinguished Service Award (Academy of Management's Gender and Diversity in Organizations Division), the Provost's Pillar Award for Applied Research and Scholarship (Alliant University), the Trailblazer Award (Ph.D. Project's Management Doctoral Students Association), and the Gordon Allport Intergroup Relations Prize (Society for the Psychological Study of Social Issues).

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