



## BIO

Tru is a devoted family man, an accomplished business leader, engaged community leader, and award-winning marketing executive. As a speaker, author, consultant, and coach, Tru's primary areas of expertise include Leadership, Purpose, Cross-Generational Team Building, and Diversity & Inclusion.

In addition to heading up Tru Access, Tru also serves as a charter member of Building Bridges, which is a partnership group with the Cary Police Department that focuses on building & maintaining healthy relationships between Law Enforcement Officers and the diverse communities that they serve. Tru has also held executive leadership positions with the nation's top advertising and marketing agencies and is a regular speaker at conferences, corporations, colleges, and churches across the country.

## “MOVING BEYOND DIVERSITY”

Organizations have spent tremendous resources in the attempt to increase their diversity. This is understandable as evidence demonstrates that diversity drives innovation, increases creativity, allows for better recruiting, less turnover, and having a stronger place in the market.

What organizations and institutions across the country are quickly realizing, is that diversity (a state-of-being) cannot be the end goal. Instead, the act of developing safe, open, and inclusive environments for all to collaborate and co-exist is the greatest need and challenge.

This session equips organizations to go beyond diversity and the often created “illusion of inclusion”. Attendees understand how activating diversity through the power of inclusion and leveraging our 4-step MEET Model can help deliver the inclusive, collaborative, and more productive environments that their employees, students, or congregants crave.

