

Antoinetta

MOSLEY, CDP



ADVOCATE

PRACTITIONER

SPEAKER

RESEARCHER

BLOGGER

I Follow  
the Leader  
Strategic Consulting

CERTIFIED DIVERSITY  
PRACTITIONER

PRINCIPAL CONSULTANT,  
I FOLLOW THE LEADER, LLC

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I Follow the Leader is a  
Leadership Consulting  
Firm specializing in  
Diversity, Equity, and  
Inclusion strategy  
and engagement  
opportunities.

# Summary

Leadership consultant with experience leading diversity, equity, and inclusion (DEI) engagement opportunities for a wide array of stakeholders including staff, boards, leadership teams, and conference attendees. Engaged with over 3,000 professionals in the last three years.

## EDUCATION

### **Western Michigan University**

MPA | September 2015 - August 2016

Masters in Public Administration

- Concentration: Nonprofit Leadership

### **Georgia Institute of Technology**

Bachelor of Science | August 2004 - May 2008

BS Management

- Certificates in Marketing & Social Psychology

### **Certification**

Certified Diversity Professional (CDP)®

- Issued by The Institute for Diversity Certification (IDC)®, a subsidiary of the Society for Diversity, the #1 professional association for diversity and inclusion.

## KEY COMPETENCIES

- Training: DEI, Unconscious Bias, Racial Equity
- The Business Case for DEI
- EEO Laws
- Recruiting and Retention
- Developing DEI Groups & Councils
- Strategic Planning
- Measuring the Impact of DEI
- Expertise in creating inclusive environments for all including Minorities, LGBTQ+, Disability & Special Needs Accommodations, Veterans, & other groups.



**"Antoinetta's presentation was part of a weekend itinerary, and unanimously hers was rated the highest and most valuable. She engaged the group in substantive discussion in a way that enabled all to participate without anyone feeling marginalized. She more than met our expectation of involving the participants in what turned out to be an enormously important part of their orientation weekend."**

-Director, United States Tennis Association Southern



# Highlights



## DEI WORKING GROUP

### CHAIR

*THE KENAN INSTITUTE, UNC CHAPEL HILL*

-In 2019, while on a temporary assignment, helped The Kenan Institute develop their first DEI working group. Appointed as the first chair for The Kenan Institute of Private Enterprise and its ten affiliated centers.

## RECENT PRESENTATIONS

NC Center for Nonprofits

EDI Roundtables for Nonprofit Executives: Partnerships & Collaboration

AFP NC Triangle

Creating Safe Spaces for Authentic Diversity Conversations

Upswell Chicago

-Spark Talk: How to Change Your DEI Culture in One Month

-Focus Group: How to Form a Diversity and Inclusion Working Group

Leadership Triangle, THRiVE Leadership Summit

Nonprofit Leadership: Creating a Diverse & Inclusive Culture

## CERTIFIED DIVERSITY PROFESSIONAL

-The certification encompasses 16 competencies, including the role of a diversity practitioner, the business case for diversity and inclusion, EEO laws in the U.S. and abroad, recruiting, retention, training, measurement, and more.

## RESEARCH PAPER

### BEST PROJECT PAPER AWARD

*WESTERN MICHIGAN UNIVERSITY*

-Author of "Diversity in Nonprofit Leadership: Overcoming Barriers," a 98-page research paper. Paper explored barriers to leadership and provided recommendations on addressing a lack of diversity on leadership teams and boards. Granted the best project paper award in 2016 by the School of Public Affairs & Administration.

## DIVERSITY PARTNERSHIPS

-In 2020, we have partnered with more than 15 companies on how to move along the diversity continuum. For examples of strategic engagement opportunities, see the next page. 2020 highlights include in person and virtual training, leading "courageous conversations", creating DEI statements, recruitment planning, and developing measurable 1-2 year DEI strategies,.

*"The style of the instructor was on par! I liked the interaction and approachable flow."*

*"The session was very informative and I've been to many over the years. I truly enjoyed this one. I liked that everyone got involved."*

*"Thoroughly enjoyed her dynamic attitude and energy. It was great."*

*"Interactivity, no judgment, engaging."*

*"Speaker was engaging and informative. Small group discussion was great."*

# Engagement Opportunities



All opportunities customized based on the companies goals, objectives, and current location on the diversity continuum. All consulting services designed based on current research and best practices. Principal consultant, Antoinetta Mosley is a DEI champion adept in leading change management.

## **STRATEGIC CONSULTING**

- DEI Strategy Call/ Meeting
- Surveying Stakeholders
- Facilitating a Cultural Audit
- DEI Statement Development
- Pipeline & Recruitment Support
- DEI Goals & Objectives
- Designing a Measurement Plan
- Creating a 1-2 year DEI Action Plan

## **LEAD DISCUSSIONS**

- Focus Groups
- "Courageous Conversations"
- Lunch & Learns
- Presentation on the Business Case for DEI
- Panels
- Seminars
- Conferences
- Workshops
- Staff/ Board Retreats
- Speaking Engagements

## **TRAINING OPTIONS**

Virtual & In-Person:  
• 120-150 minutes

Common Topics:

- Creating a Diverse, Equitable & Inclusive Culture
- Unconscious Bias Training
- Racial Equity Training
- Creating a Diverse, Equitable & Inclusive Board
- Forming a DEI Group
- Don't forget the I in Inclusion

**"Antoinetta was extremely helpful in uncovering ways that our firm can put actionable DEI initiatives into place now and as we continue to grow our firm. She listened to our current structure and the culture that we want to have and was able to discuss detailed ways to make the greatest impact. At her core, she wants to see the businesses she works with succeed in their DEI initiatives and the suggestions she makes encouraged us to put them into action not just now but as a framework for how we build our company."**

-Senior Partner and Managing Director, Snowden Lane Partners

Antoinetta Mosley is the Founder and Principal Consultant of I Follow the Leader LLC. I Follow the Leader, a leadership consulting firm specializing in diversity, equity, and inclusion (DEI) engagement opportunities based in Durham, NC.

Antoinetta is a Certified Diversity Professional (CDP)®. She earned a Bachelor of Science from Georgia Institute of Technology and graduated with certificates in marketing and social psychology. Antoinetta holds a Master's degree in Public Administration from Western Michigan University (WMU); her concentration was nonprofit management.

Antoinetta enjoys partnering with leaders and organizations to help make their workplaces and board rooms more inclusive environments. Her graduate school paper, "Diversity in Nonprofit Leadership: Overcoming Barriers," won the best project paper award at WMU in 2016. The knowledge she gained from conducting research and interviewing CEO's inspired her to be an action-oriented advocate for diversity, equity, inclusion, and belonging. Antoinetta now shares her strategy, insight, and solutions with professionals across the country.

Other current endeavors of hers include sharing resources on her leadership blog at [ifollowtheleader.com](http://ifollowtheleader.com) and serving as the Vice President of Education for Durham Toastmasters.

Antoinetta's hobbies include reading, volunteering, exercising, and helping children grow. In 2018, she published a children's book titled *Happy Birthday, Tulip and Violet*.



# Contact



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