



ANTOINETTA MOSLEY

PRESS KIT

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ABOUT ANTOINETTA MOSLEY

Short Bio

Antoinetta Mosley is the CEO and Principal Leader at I Follow the Leader LLC, a strategic consulting firm specializing in diversity, equity, and inclusion (DEI) strategy, initiatives, and education. As a Certified Diversity Professional (CDP), Antoinetta has worked on a range of projects for organizations of all sizes, including small to global nonprofits as well as Fortune 500 companies and travels the country as a sought-after speaker on DEI, courageous conversations, and belonging in the workplace.



Long Bio

Antoinetta Mosley is the CEO and Principal Leader at I Follow the Leader LLC, a strategic consulting firm specializing in diversity, equity, and inclusion (DEI) strategy, initiatives, and education. Launched in 2016 to heighten awareness and readiness of DEI initiatives within companies, I Follow the Leader partners with organizations to move them along the diversity continuum, improve their overall culture and increase profitability, creativity and innovation.

After earning her Bachelor of Science from Georgia Institute of Technology, Antoinetta went on to pursue a Master of Public Administration with a concentration in nonprofit management from Western Michigan University (WMU). It was there at WMU that Antoinetta's passion for DEI deepened while interviewing CEOs from across the country on their diversity efforts. Her research culminated in an award-winning graduate paper, "Diversity in Nonprofit Leadership: Overcoming Barriers" and a clear-cut career path.

Since launching I Follow the Leader, Antoinetta has worked with organizations of all sizes including small, local businesses as well as global Fortune 500 companies with project scopes varying from team-specific to enterprise-wide. Antoinetta is also a Certified Diversity Professional (CDP)[®] as issued by The Institute for Diversity Certification (IDC)[®], a subsidiary of the Society for Diversity and the leading professional association for diversity and inclusion.

She is currently based in Durham, North Carolina, where she also serves as the Vice President of Education for Durham Toastmasters. Antoinetta enjoys volunteering with local nonprofits, reading novels and traveling around the country to speak on DEI. She is also a published author of the children's book *Happy Birthday, Tulip and Violet*.

AS SEEN ON / IN

The New York Times

DiversityInc

**THE
DIFFERENCE**
Nonprofit Fundraising
in a For-Profit World



TRIANGLE DIVERSITY
EQUITY & INCLUSIVITY
ALLIANCE

ANTOINETTA

IS KNOWN FOR SAYING ...

- Don't DIY your DEI.
- Diversity, equity and inclusion: we group them together because it's convenient but it's important to remember each one is different.
- Save the DIY projects for the kitchen; cookie-cutter solutions don't work in DEI.
- We need courageous conversations in the workplace so one day they can become commonplace.



- In DEI, there are vanity metrics and then there are impact metrics. Too many organizations are focused on the vanity metrics when they should be looking at impact metrics.
- There is no fix for DEI—it's an ongoing journey.
- Leaders must remember, just because you think your culture is one way doesn't mean that's reality for your employees.
- DEI should not be something you take on and off the shelf.

Interview Topics

- Diversity, Equity and Inclusion Are Different: Why We Need to Start Treating Them as Such.
- Stop Looking for the Finish Line to DEI—Why DEI Is An Ongoing Journey.
- Are You Tracking Progress That Matters or Practicing Performative DEI?
- Turnover for DEI Leads and Experts Is Skyrocketing. Here's How to Prevent It.
- Is Your DEI Strategy Evidence-Based?
- DEI Employee Groups and Committees Exploded in 2020. Where Are They Now?
- The Allure of Cookie-Cutter DEI Solutions and Why You Can't DIY Your DEI.
- How to Shift from Affirmative Action and Tokenism to DEI and Belonging.
- Is Your Well-Meaning DEI Work Actually Doing More Harm Than Good? Here Are the Signs to Look For.

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PRAISE FOR ANTOINETTA & I FOLLOW THE LEADER

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“I Follow the Leader’s presentation was part of a weekend itinerary and unanimously it was rated the highest and most valuable.”

—DIRECTOR, UNITED STATES TENNIS
ASSOCIATION SOUTHERN

“I feel so good about it (DEI). Antoinetta was able to articulate things that I haven’t been able to put into words, clearing up what we have been doing and what more we can do going forward.”

—TRILOGY CONSIGNMENT

“Antoinetta provided us with concrete steps for how to move forward in the direction we wanted to go but with feasible tactics for achieving our goals.”

—BOARD MEMBER, BIKE DURHAM

“Antoinetta was very helpful in pointing out action items that we could take to get started and continue making DEI a part of our company’s social responsibility goals going forward.”

—DEI STRATEGY CALL PARTICIPANT

“After interviewing several potential consultants, we chose I Follow the Leader because of the quality services. We had a clear understanding of our options, and we were able to tailor the work to meet our needs. We appreciated the enthusiasm and professionalism of the I Follow the Leader staff.”

—EXECUTIVE DIRECTOR, MEALS ON WHEELS WAKE COUNTY

“We felt like we were behind in the industry by not already having a specific DEI statement and plan. I Follow the Leader helped us immensely in getting started and staying on track with our plan.”

—TRIANGLE ROCK CLUB

“Antoinetta was extremely helpful in uncovering ways that our firm can put actionable initiatives into place. 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



Suggested Interview Questions

1. You were inspired to get into DEI work during your graduate career. Can you tell us more about that and what unearthed this passion for you?
2. You founded I Follow the Leader in 2016. What are some of the trends that have emerged over the past five years from I Follow the Leader's work in DEI?
3. What's the biggest misconception that organizations and leaders have when it comes to DEI?
4. For an organization just starting their DEI journey, what's the first step they should take?
5. What's your message to the leader that says, "But everything is great here! We don't need DEI!" and doesn't want to consider DEI work?
6. You're known for saying that organizations can't DIY their DEI. What's so dangerous about DIYing these efforts?
7. You talk about the need for an evidence-based DEI strategy and action. Can you tell us what that means and how it's different from what many organizations are doing?
8. What's a cookie-cutter DEI solution? Why do you think those solutions don't work?
9. What are some of the ways that an organization can actually cause harm to their employees in their DEI efforts?
10. Should just any organization start DEI work at any time? How can an organization know whether or not it's ready for the DEI journey?
11. I Follow the Leader also facilitates a lot of courageous conversations for organizations. Can you tell us more about those and why they're so needed?
12. What do you think is next for the world of DEI work? What changes would you like to see made to this practice?
13. What's your advice to other DEI experts who might just be getting started?
14. What continues to give you hope as you engage with a variety of organizations and leaders, some of which don't see the value of DEI work?
15. You prefer the title "impactful leader" versus "overachiever" — can you tell us more about that and why you were inspired to make that shift for yourself?
16. What's next for you and I Follow the Leader? Where can people follow along?

MEDIA CONTACTS

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