



## DR. CHERYL HALL-RUSSELL

PRESIDENT & CHIEF  
CULTURAL CONSULTANT

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### SOCIAL MEDIA

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## DIVERSITY EQUITY INCLUSION (DEI) \* CONSULTANT \* TRAINER \*SPEAKER \*RESEARCHER

BW3 is a Diversity-Equity-Inclusion firm that specializes in supporting corporations, nonprofits and philanthropic institutions. This MWBE firm works with companies to help them reach establish DEI goals, utilizing best practices in leadership, human resources, value and diversity statements, policies and practices.

### PRACTICE AREAS

#### CORPORATE AND NONPROFIT DEI

- DEI Organizational Assessment
- Values and diversity statement development
- Training and Workshops
- Policy and procedures analysis
- Human Resources - recruitment, retainment, onboarding, evaluation and promotion
- Company retreats (initiative kickoff, strategic planning)

#### TRAINING

- Implicit Bias
- Culture and Communication
- "You said, they heard" (TM) Gender, Race and Leadership
- Values - corporate values and DEI
- Storytelling - How your story impacts your leadership and career choices
- Getting to Full Inclusion - helping your team find and share their voices

#### PHILANTHROPY

- Investing in Communities of Color - "Your will, their want" Helping philanthropic organizations and underserved communities work together for meaningful investment.
- Race, Gender and Fundraising - the impact of intersectionality on fundraising

### OUR PRESIDENT AND CHIEF CULTURAL CONSULTANT

For over twenty years, Dr. Hall-Russell has been a leader in nonprofit management and philanthropy. Several years ago she decided that she wanted to tackle one of the biggest organizational challenges--diversity and inclusion. She went back to graduate school and focused on the impact of intersectionality and leadership, later developing her own training curriculum. IN 2017 BW3 (Black Women, Wise Women, LLC) was born.

She now partners with multiple consultants including HR, management, procurement and a variety of inclusion professionals to provide full DEI support.

Dr.Hall-Russell also lends her time to multiple nonprofit boards including the Urban Redevelopment Authority of Pittsburgh where she helped establish their DEI strategies.

#### MEMBERSHIPS

Society for Human Resource Management (SHRM)  
National Utilities Diversity Council (NUDC)  
Association of Fundraising Professionals (AFP)