

KASSI RUSHING APR

STRATEGIST | FACILITATOR | SPEAKER

For almost two decades, Kassi has bridged the strategies between business and people, transforming workplace cultures and creating places people want to work. She partners with your leadership to develop, execute and measure strategies in the areas of: workplace culture and employer brand, employee experience and engagement, leadership and pipeline development with an emphasis in growing female leaders and creating high performing virtual and hybrid teams.



CREATE YOUR COMPETITIVE ADVANTAGE

- Build a magnetic culture
- Communicate your distinctiveness
- Harness the power of high performing hybrid/virtual teams
- Elevate diversity and inclusion to achieve belonging
- Create a sustainable female leadership pipeline
- Use formal sponsorship to quickly accelerate leaders
- Design leadership development to go beyond compliance
- Create learning experiences that change behavior
- Align or co-create cultures for M&A success
- Hold leaders accountable for growing other leaders
- Celebrate and reward results

CONTACT INFORMATION

-  601.935.4000
-  kassiekassirushing.com
-  [linkedin.com/in/kassirushing](https://www.linkedin.com/in/kassirushing)
-  www.kassirushing.com

WORKSHOPS & KEYNOTES

Leading Your Hybrid & Virtual Workforce
Training Your Employees for Remote Work Success
The 4 Foundations for Growing an Engaged, Hybrid Team
The 5 Dysfunctions of a (Hybrid) Team
Feedback Skills for Teams and Leaders
Mastering Difficult Conversations

Addressing Performance Issues to Change Behavior
Speaking the Language of Workplace Appreciation
Moving from Activity to Impact in your D,E&I Strategy
The Role of Sponsorship in Career Success
Winning at Work as a Working Parent

WHY DIVERSITY MATTERS AND WHY IT SHOULD MATTER TO ME

The business case for diversity and inclusion in the workplace is stronger than ever.

- Diversity of executive leadership for both gender and ethnic diversity lead to financial outperformance.
- Diversity of teams leads to increased creativity, innovation, faster problem solving and better decisions.
- Diversity also improves the corporate image of the brand, increases client satisfaction.
- We also see positive impacts on recruiting, reduced employee turnover and higher employee engagement.

And, diversity impacts more than the business case.

- A study by researchers at UCLA measuring diversity in middle schools found that “African American, Asian American, Latinx, and White students in schools with more ethnic diversity all felt safer, less victimized, less lonely, and that their teachers were fair and equitable to all groups.”

5 Benefits of Diversifying Your Relationships

1. More solutions to the common problems of life
2. Improve your ability to connect, which translates into all relationships
3. Expand your perspective and grow your personal self-awareness
4. Grow acceptance and minimize effects of bias
5. Enjoy a richer life

"Diversity diminishes division, in contrast to sameness, which serves to solidify self-affirming thinking."

We all have a tendency to surround ourselves only with people who think like, act like, talk like, vote like we do. And perhaps that feels safe, but it is actually a risk. Socializing our sameness will continue to polarize our country, to divide us, and to perpetuate discrimination and inequities among our citizens.

Diversity on a personal level is the key to diminishing division and moving forward with healing, understanding and equity.