

THE UMBRELLA EFFECT:

BUILDING AN UNSTOPPABLE, INCLUSIVE CULTURE©



**YOU'RE INVITED
TO A SPECIAL PROGRAM HOSTED BY:**



**JOIN US FOR A FAST-PACED
TWO HR CE* PROGRAM**

**LEARN THREE INCLUSION TOOLS TO
CREATE BETTER RELATIONSHIPS
AND BUSINESS GROWTH**

**THURSDAY, JULY 29 9-11 AM CST
WILLIAMSON COUNTY
ASSOCIATION OF REALTORS®**

1646 WESTGATE CIR, #104

BRENTWOOD, TN. 37027

SPEAKER: SHER POWERS

THE UMBRELLA EFFECT©

***CE FOR LICENSED REALTORS®**



What's the BIG DEAL, anyway?

- **NEWSDAY UNDERCOVER STUDY ON REALTOR® DISCRIMINATION** uncovers consistent bias in how customers are treated - *If you met with two undercover testers a month apart, would you pass or fail?*
- **29% OF NAR BOARD MEMBERS VOTED AGAINST** the new amendment to The Code of Ethics: Article 10.5 regarding discriminatory speech and conduct toward protected classes - *Why the large dissent, and how does this new rule impact your business and personal life? Why is this relevant to non-REALTORS® ?*
- **OUR CONVERSATIONS ABOUT DIVERSITY INCLUSION TEND TO FOCUS ON RACE/COLOR** - We can't help but be bombarded by news stories of racial discrimination, protests, riots, and even political divide along racial lines, and yet diversity is about so much more than what is in the headlines. *If you're exhausted by the uncomfortable circular conversation, would you like to learn how to get to a new level of peace and understanding with your peers, clients, and community?*
- **PEOPLE WORK WITH PEOPLE THEY LIKE AND TRUST:** *By learning and practicing inclusive language and behaviors, connection and trust will increase with everyone in your sphere.*
- **THE UMBRELLA EFFECT PROGRAM WILL PROVIDE ANSWERS AND EQUIP YOU WITH THREE POWERFUL TOOLS YOU CAN PRACTICE IN THE SECOND HOUR WORKSHOP. EXPECT TO DEVELOP AN UMBRELLA OF INCLUSIVENESS YOU CAN USE IN EVERY AREA OF YOUR PROFESSIONAL AND PERSONAL LIFE!**

WHAT ATTENDEES ARE SAYING:

"This is easily the best diversity inclusion course I have ever taken."

- Brian Copeland, 2019 NAR VP of Association Affairs

"This is a powerful course that over-delivers: it exposes your implicit biases and provides tools that foster meaningful and authentic relationships."

- Steve McDonald, Education/Programs Manager, MTNAR

"Sher uncovered every "Pink Elephant in the room" topic and gave useful information and examples." - Student, Memphis, TN

"Fantastic information! Presented well," - T. Jenkins, Florida

"I feel more confident about the topic." - S. Miller

"I didn't expect to like this class. Not ashamed to say I'm an old dog who just learned some new tricks." - Anonymous Old Dog

Sher presented to our Board Leaders statewide. We received tremendously positive feedback and highly recommend this timely and thought-provoking course. - Stacy Stahl, FL Realtors Chair, Board Leadership Forums