

# Best Practices in Diversity – Learn from Your Colleagues

**November 30 | 2:00 pm Eastern | 1 Hour | 1 CPE credit**

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**Today's webcast is worth 1 Continuing Professional Education (CPE) credit.**

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- Answer **at least 3 of the 4** polling questions (during the webcast) and have a total viewing time of **at least 50** minutes.
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# Learning Objectives

Even though research proves that organizations with inclusive cultures are six times more likely to be innovative and able to anticipate trends and disruption in business, and twice as likely to meet or exceed financial targets, only 12 percent of organizations around the world have reached full maturity.

Join members of FEI's Diversity and Inclusion Action Team for a 1-hour webinar where they will discuss **diversity and inclusion best practices, how collaboration across organizations drives success** and **methods for creating a sustainable, lasting impact.**

# Agenda

- Welcome and Introductions
- Overview of Diversity & Inclusion Action Team
- Panelists Presentations
- Q & A
- Closing



**Michael S. Seaver** is an executive coach with expertise in executive leadership, personal branding, change management, organizational effectiveness and employee engagement. He is a Certified Professional 12 Driving Forces<sup>®</sup> Analyst, a Certified Professional Behavioral Analyst and a Thunderbird School of Global Management MBA. Michael is a contributor to Forbes, serves on the Big Brothers Big Sisters of Central Arizona board of directors, was a member of Valley Leadership Institute's Class 38 and was named to the Phoenix Business Journal's 40 Under 40 Class of 2016. Check out his new podcast, Equal Chance To Be Unequal, on Apple iTunes and Google Play Music.



Renita Wolf  
CEO & Founder, Poe Wolf Partners



Kim Le, CPA, CIA  
CEO and Founder, A2Q2



Michael S. Seaver  
Executive coach



Carla Carstens  
Board member and corporate strategist



Dr. Sridhar Ramamoorti, PhD  
Associate Professor of Accounting, University of Dayton



**Renita Wolf** is CEO & Founder of Poe Wolf Partners. She works with businesses to define and implement business growth and operational improvement strategies. She has global experience in financial management, strategic planning, operations, mergers and acquisitions, organization restructuring, and technology implementation.

Before Poe Wolf Partners, she served as vice president and area chief financial officer of Wells Fargo Insurance Services USA, Inc. where she provided leadership in the areas of strategic business development, growth initiatives, financial services, and real estate.

Previously, Renita was chief financial officer for SRC Computers Inc. and corporate controller for Cray Computer Corporation. She began her career as a financial analyst with Honeywell International Inc.

Renita is a sought after speaker on entrepreneurship and corporate finance. Her articles have been featured in Strategic Finance, Financial Executive, Association for Financial Professionals (AFP) Exchange and NAWBO One.

# FEI Diversity & Inclusion Action Team Charter

- Increase the diversity of FEI membership to reflect the diversity of our profession
- Build a culture of inclusion
- Enhance networking, advocacy and leadership opportunities
- Develop D&I strategies and action plan



# Action Team Success

- Increase diversity of FEI membership
- Communicate FEI diversity and inclusion initiatives both internally and externally
- Build partnerships with organizations focused on promoting diversity and inclusion



**Kim Le, CPA, CIA**

**RARE (Recovering Accountant Reluctant Entrepreneur)**

### **Personal Background**

Kim came from very humble beginnings. She was born in Vietnam. In 1978, she, her mother and brother were among the “boat people” who escaped to a refugee camp in Malaysia where they lived under a plastic tarp. She supported herself through college and worked in public accounting with Arthur Andersen until the firm imploded in May 2002.

At that time, Kim was eight months pregnant with her first child and had a professional identity crisis. In 2003, Kim took the entrepreneurial plunge while five months pregnant with

her second child and founded A2Q2 to help two friends get their work visas.

### **Professional Background**

A2Q2 is a Special Ops team of CPAs specializing in data analytics, NetSuite & accounting processes, and internal controls & SOX compliance. Its clients included Silicon Valley high growth and public companies including Airbnb, Stanford University and Verifone.

### **Recognitions & Community Involvement**

National Diversity & Inclusion Champion Award – Financial Executives Intl (2017); Female CEO of the Year- California by Corporate Vision Magazine (2016); California Society of CPAs Women to Watch Trailblazer (2015); 100 Most Influential Women by Silicon Valley Business Journal (2013); President’s Award by Ascend Leadership (2012, 2013); Board of Directors of MidPen Housing ([midpen-housing.org](http://midpen-housing.org)); President of the Silicon Valley Directors’ Exchange ([svdx.org](http://svdx.org)); Speaker on advancing leadership for women and people of color

In her spare time, she crashes motorcycles, gets roughed up in kickboxing and runs Tough Mudder events.

# FEI Silicon Valley Chapter

## Best Practices

- Monthly meeting of Women Affinity Group offers a more personal and comfortable setting for women getting to know us before attending the larger chapter dinners
- Set an example of female President leadership in the Chapter. Two female presidents before FY14 and a strong track record and pipeline
- Annual Diversity on Boards event to invite current sitting public company directors to discuss ways diverse candidates (women, people of color) can prepare to become board-ready, men are welcome to attend all sessions
- Part of the larger diversity issue is one of turnover vs. growth – if we aren't growing fast, it takes a long time to alter the face of an historically white, male membership that is aging out at a steady rate. Our latest cohorts of recruits are quite diverse, as our youngest members tend to be.

Ms. Carla Carstens is currently a Trustee of the Asset Management Trust and Chairman of their Nominating & Governance and Valuation Committees.



She specializes in financial planning and analysis, strategy development, strategic enterprise risk analysis and implementing operational and performance initiatives.

Created M&A and capital asset acquisition strategies; facilitated the integration of a major corporate merger (BP/Amoco); led Enterprise Resource Planning (SAP) implementation; and directed product distribution supply chain optimization and competitive intelligence functions.

Previously-held positions include AIT Worldwide Logistics Inc.'s Advisory board member and Trustee and Audit Committee Chairman of the Lou Holland Trust; Principal in Tatum LLC's Performance Consulting Practice; an executive with BP/Amoco merger and facilitated integration of the two operating cultures; was involved in various strategic and operations planning positions in chemicals, international marine transportation, and supply chain management at Amoco as well as VP Strategy for Amoco Oil Company and VP for Amoco Venture Capital Company. A past Trustee and Treasurer for Athena International that supports, develops and honors women leaders.

Ms. Carstens is currently trustee and Audit Committee Chair of the Chicago Yacht Club Foundation; Director and Inclusion Chair for FEI Chicago Chapter; and conducts the financial fiduciary training for Boardroom Bound's Boardology® Institute Pipeline Seminars.

# FEI Chicago Chapter Best Practices

- Strong Board support: Inclusion Chair on the board and funds allocated to initiatives
- FEI Chicago's Strategic Professional Alliance (SPA) founded in 2008 seeks to build relationships across the chapter's female members by exploring areas of interest to women in financial leadership. SPA hosts four annual events on topics of interest to women. In 2012 opened events to all of our FEI colleagues.
  - Women represent 23% of Chicago FEI's membership
  - Past president (2012-14) and incoming president are women
  - Recommend diverse keynote speakers for Chapter events i.e. Black CEO and Chg. City Treasurer

# FEI Chicago Chapter Best Practices

- Established Analyst & Associates Board in 2015
  - Quarterly C-Suite breakfasts with the A&A Board and active FEI members. Allows for **mutual** exchange of ideas, mentoring, career advice and enhance understanding among different generations.
  - The A&A Board contributes to the newsletter, blog articles, and FEI Chicago Weekly.
  - A&A Board members presented “Leading Across Generations”, a well attended event
- Promoting volunteerism and social responsibility e.g. Jr. Achievement & The Chicago Food Depository

# FEI Chicago Chapter Best Practices

- Partnering with other diverse associations to build awareness such as Chicago United, the organization promotes racial diversity in Chicago's business community, Society of Information Management and Kellogg School of Management for joint programs, Association of Latino Professionals for America (ALPFA) and National Association of Black Accountants (NABA) invited to golf outing, annual Ravinia night with Chicago Symphony and ACG and IL CPA Society for mutual speakers.

**Dr. Sridhar Ramamoorti**, PhD, is an Associate Professor of Accounting at the University of Dayton, Ohio. Previously, he was an Associate Professor of Accounting and a Director of the Corporate Governance Center, Michael J. Coles College of Business, at Kennesaw State University.

Dr. Ramamoorti has a unique, blended academic-practitioner background with over 30 years of experience in academia, auditing, and consulting. After finishing his Ph.D. in quantitative psychology from The Ohio State University, he joined the University of Illinois' Accountancy Faculty. Subsequently, he was a principal with Andersen Worldwide, EY National Sarbanes Oxley Advisor, a corporate governance partner at Grant Thornton, and a principal with Infogix, Inc., all in Chicago, Illinois. Dr. Ramamoorti has published over 40 academic and professional articles, co-authored 15 books and monographs, and has been a speaker in 16 countries.

Active in the profession, Dr. Ramamoorti completed a 3-year term on the prestigious Standing Advisory Group of the Public Company Accounting Oversight Board (PCAOB). He chaired the FEI Committee on Governance, Risk, and Compliance (CGRC) from 2012-2015, and currently serves as a Trustee of Financial Executives Research Foundation (FERF).

He has been interested in the topics of diversity and mentoring for many years.





**Gender**

**Location**

**Leadership style**

**Diverse abilities/disabilities**

**Service line**

**Ethnicity**

**Religious background**

**Thinking style**

**Socioeconomic background**

**Sexual orientation**

**Education and work experience**

**Country of origin**

**Flexible working styles**

**Generation**

**Other differences**

# How to implement D&I

- *Diversity is broader than just racial and gender dimensions*
- *Can be interpreted in the context of—*
  - *Occupational, Cultural and Experiential (e.g., returning veterans, see work by USF professor Tammy Allen)*
  - *Geographical and Linguistic*
  - *Generational*
  - *Philosophical approaches--fresh perspective, ways of thinking, e.g., “blue ocean strategy,” use of technology/automation, alliances (PT Barnum: “if you can’t beat ‘em, join ‘em), first mover or second mover?, volume or margin?*

# Diversity challenges the status quo and inherently creates conflict that must be managed.

“It must be considered that there is nothing more difficult to carry out nor more doubtful of success nor more dangerous to handle than to initiate a new order of things; for the reformer has enemies in all those who profit by the old order, and only lukewarm defenders in all those who would profit by the new order; this lukewarmness arising partly from the incredulity of mankind who does not truly believe in anything new until they actually have experience of it.”

–Niccolo Machiavelli in *The Prince*



ARE THERE ANY QUESTIONS  
FOR TODAY'S PRESENTERS?



**Renita Wolf**

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*Thank you!*



FOR YOUR PARTICIPATION  
DURING THIS WEBCAST