

## The Phoenix Principles FAQ

### What is the book about?

*The Phoenix Principles*, written by Janet Reid, Ph.D., and Vincent Brown, is a model of personal and organizational transformation based on 25 years of experience with corporations, government agencies, and non-profit companies to attain bottom line results and enhance leadership through diversity and inclusion. Its methods have been confirmed by a recent national research study, *Diversity Practices that Work: the American Worker Speaks*, published by the National Urban League.

It is written in an easy-to-read fable or parable style. *The Phoenix Principles* provides the reader with five concrete principles for successful inclusion initiatives and for transforming an organization into a diverse and innovative, high performing team.

### What is the book's main message?

The book's message is that inclusion is a business imperative. Today's marketplace is a multicultural business environment and those who don't take advantage of the variety of talents and perspectives already present in their workforce do not understand the impact current demographics are having in our global economy.

### What is the significance of the phoenix reference?

The phoenix is a symbol, recognized worldwide, of power, transformation, and rebirth.

### Who is this book written for?

It is written for those who want to start or revive an inclusion team to increase profits for their organizations, or anyone who is interested in make a team into a results oriented, high-performance team.

### Why was this book written as a story?

Since a perfect model does not exist in the real world, we wrote *The Phoenix Principles* as a fable or parable in order to include many "best practices" that are being incorporated into inclusion initiatives in organizations all over the world.

### Why did the authors write this book?

This book was written to give other business leaders an in-depth understanding of how corporate initiatives are introduced and successfully accomplished.

### Isn't diversity leadership just the next hot fad?

No, diversity is a fact of life. We are in an increasingly global marketplace. If an organization doesn't want to limit its markets or its potential for innovation, it will have to include many viewpoints and realities. Also, today's workforce has a different attitude from what has been seen in the past. Today, if a high potential employee is not contributing, s/he will move on (perhaps to your competitor).

**Who are the authors?**

Authors Dr. Janet Reid and Vincent Brown are both Managing Partners at Global Novations and have extensive experience working with Fortune 500 companies in educating leaders on the nuts and bolts of creating inclusion teams, facilitating awareness and skills seminars, keynote speaking around the subjects of diversity, inclusion, retention, gender and generational differences, and many other topics and trends of today's workforce.

**How is this book different from other books about diversity and inclusion in business?**

It shows the reader the process in an easy-to-read format of starting or gearing up an inclusion initiative--or any kind of change initiative. It demonstrates the very human struggles and triumphs that will be sure to be encountered.