

Testimonials

for The Phoenix Principles

"With The Phoenix Principles, Brown and Reid have effectively collapsed 25 years of profound consulting insights into a highly accessible, readable, and fun book. It is destined to be of great value to all who are embarking on the inclusion journey, and useful to those of us who have moved down the road and need a refresher. Bravo!"

Len Schlesinger

Vice Chairman and Chief Operating Officer
Limited Brands

"Thumbs up! An excellent book on an important subject. Brown and Reid have a novel writing style that makes for a fast and informative read. I highly recommend their book."

Robert L. Shook

Author

"I found The Phoenix Principles to be extremely reflective of the reality of the challenges of inclusion and diversity in the workplace. The five interconnected principles should serve as guidelines to all companies on the journey to become a more inclusive and diverse organization."

Jack Kopnisky

President
First Marblehead

"Diversity and Inclusion strategies are no longer optional for American business. Organizations that truly understand these imperatives will have a distinct advantage over others who don't. The Phoenix Principles is the best leadership book on these subjects I have read, from two of the best business minds on these subjects anywhere."

David W. Clark

Senior Vice President, Human Resources
Federated Department Stores, Inc.

*“As a Diversity professional, I enjoyed *The Phoenix Principles* for the realism, not only of the portrayal of those of us leading corporate diversity initiatives but also of the common obstacles presented in our profession by industry. Although I have been involved in diversity for a number of years, the authors' unique approach to telling the story of Phoenix allowed me the opportunity to question some of my own basic assumptions, which was not only surprising but also insightful. *The Phoenix Principles* is an extremely easy read with useful tools for one just beginning to manage diversity and for the seasoned professional. This is a refreshing and complete approach to the reality of pursuing diversity in corporate America.”*

Ann Lazarus-Barnes

Vice President and Director, Diversity
Fifth Third Bank

*“My congratulations to Dr. Reid and Mr. Brown! In *The Phoenix Principles* they have presented a well articulated ‘how to’ manual for individual and organizational transformation. Diversity, and the bigger concept of inclusion, have long frightened, frustrated, and challenged corporate America. By sharing the journey of Phoenix and by practicing the ideas and principles s/he uses, we can not only begin to incorporate inclusion into the fabric of our companies, but we can also use *The Phoenix Principles* as a primer for change management.”*

Theo Killion

Executive Vice President, Human Resources
Tommy Hilfiger Corporation

*“*The Phoenix Principles* enables the reader to determine the relationship and relevancy of the business case for diversity. An engaging approach to diversity learning, it connects theory to application, methodology to practice. A good read, it is an excellent resource, and complements the increasing body of work on this challenging subject.”*

Margot James Copeland

Executive Vice President and Chief Diversity Officer
KeyCorp

"The Phoenix Principles offers a window into the challenge of transforming diversity initiatives into business centers with profit and loss objectives. To achieve this, any initiative of this kind must create a strategy where every employee can see that diversity is important to him or her."

Kevin L. Clayton

K.L. Clayton & Associates

"The Phoenix Principles brings to life the cultural processes that must support any successful corporate inclusion initiative. A must-read for corporate executives who recognize the need to build a more inclusive corporate culture in their companies but are wondering where to start."

Charles F. Hertlein, Jr.

Partner

Dinsmore & Shohl LLP