



DeEtta Jones

NEXT GENERATION
LEADERSHIP

DeEtta Jones has twenty-five years of experience guiding people and organizations through the process of fundamental transformation. She has been a leading voice in shaping contemporary thinking and practice around integrated and sustainable approaches to workplace culture, diversity and inclusion. Her years of experience as a management consultant, diversity and inclusion educator, organization development and training professional have led to her being one of the most sought-after speakers and consultants in her field.

DeEtta's work began with her research on power and the presence of oppression in social systems, which became the foundation upon which she approached her work as a diversity educator. Her early experience includes positions as Director of Multicultural Education at Colorado State University and Director of Human Rights Advocacy and Education for the City of Fort Collins. While in Colorado, DeEtta was instrumental in piloting the Multicultural Community Retreat and the passage of a city ordinance to make illegal discrimination against citizens based on LGBTQ status.

DeEtta also served for 10 years as Director of Diversity and then Director of the Office of Leadership and Management Services at the Association of Research Libraries, an international not-for-profit representing the largest research institutions in North America. In these roles she was called upon as a thought-leader to set direction for the design and oversight of numerous international, national or regional leadership programs, as well as a suite of professional development services including training and organization development. Additionally, she was regularly invited to speak to academic audiences across the world. DeEtta has been an adjunct faculty member, teaching undergraduate and graduate courses on leadership and diversity, at Colorado State University and University of Maryland, College Park.

In 2005, DeEtta Jones and Associates was launched to leverage the relationships DeEtta had cultivated over the years, and to bring a new voice and perspective to the topics of equity, leadership, and building organizational capacity.



about



DeEtta is a widely sought-after thought leader on issues ranging from social justice to everyday practices for nurturing a healthy organizational culture. Each presentation is based on research, customized to the specifics of the group and presented with DeEtta's hallmark levels of approachability and humor.

Each year, for more than 20 years, DeEtta presents to thousands of people all over the world. She brings a unique ability to explain complex, and often controversial, issues in ways that invite participant curiosity and engagement. Her years of experience as a consultant and trainer allow her to translate concepts into practical terms and are accompanied by immediate steps for experiencing a breakthrough.

DeEtta is a seasoned expert in the following areas:

Equity, Diversity and Inclusion
Leadership and Management
Cultural Transformation



services

Types Of Presentations I Offer:

- Keynotes
- Organizational Trainings
- Inclusion Trainings
- Interviews
- Leadership Conferences
- Leadership Retreats
- Diversity & Inclusion Panels
- Seminars
- Workshops
- Virtual Learning

Your Investment Includes:

- A personal phone consultation prior to your event
- Planning time, including conference calls with meeting organizers
- Development of customized, interactive content to meet your specific event objectives -Development of a customized, interactive PowerPoint presentation or customized handout/worksheet materials, if applicable

- Delivery of the presentation Payment and Travel Policy:

A deposit of 50% of the speaking fee holds the date when you book an engagement. Your event will not be confirmed until the deposit has been paid.

In addition to my speaking fee, reasonable travel expenses are charged to your organization. These expenses may include round trip airfare, lodging, ground transportation, parking and/or meals.



social stats



@DeEttaMJones / 3k+



@DeEtta.Jones / 229



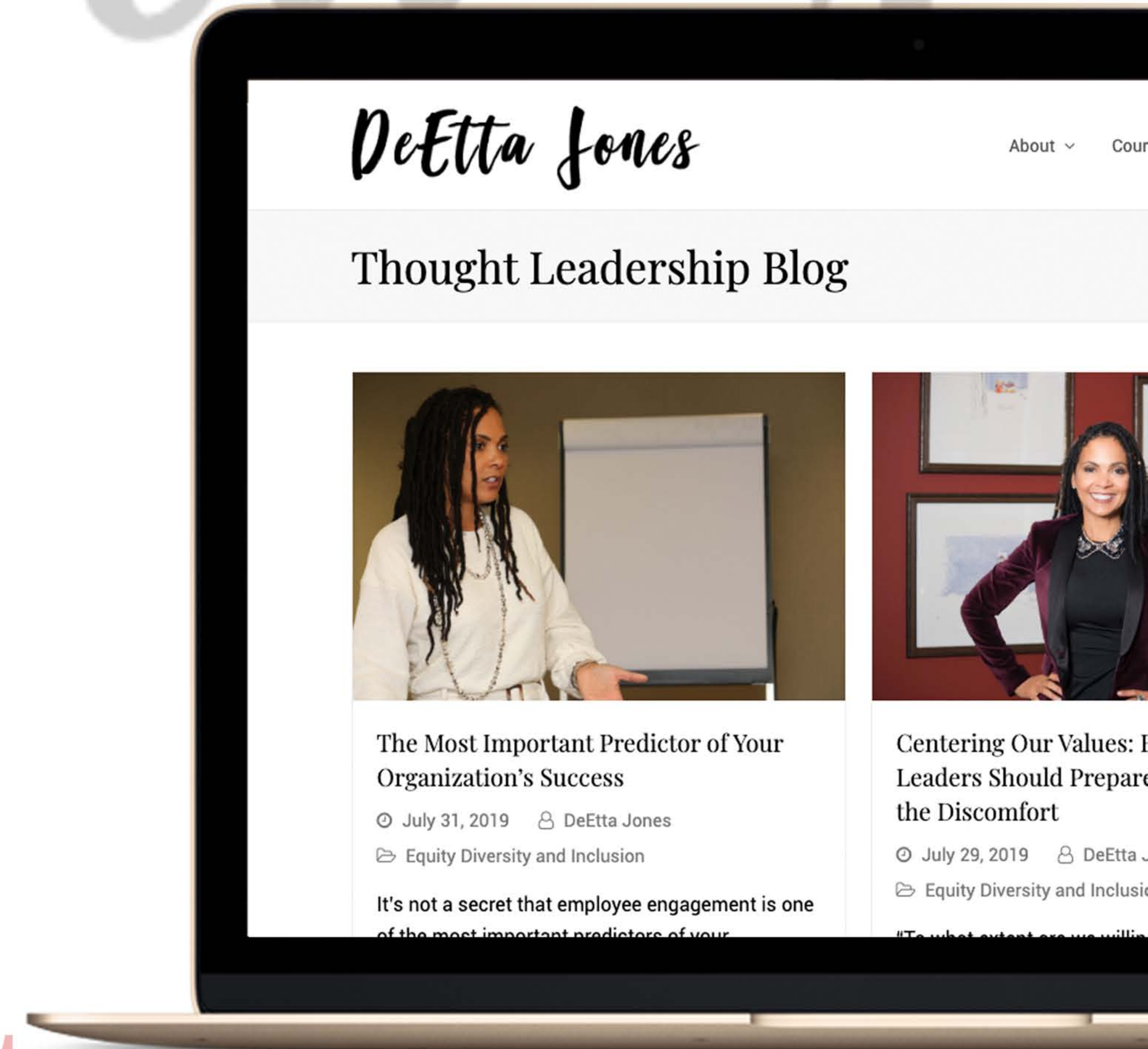
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press

Leading experts to offer designs for diversity

April 9, 2018



President Richard Feldman recently announced that he has engaged the support of the consulting firm DeEtta Jones and Associates to help guide key elements of the **University's equity, diversity, and inclusion efforts**. The agency's principal and founder DeEtta Jones and associate Jerome Offord will visit Rochester in late April to meet with various campus and community constituents. Jones brings twenty-five years of experience as a management consultant, diversity and inclusion educator, and organization development and training professional. Her work and track record of success have led to her being one of the most sought-after speakers and consultants in her field.



DeEtta Jones.



Daily Herald

New District 15 superintendent reviving back-to-school tradition

By **Bob Susnjara**
August 7, 2019 1:33 pm

The featured speaker will be DeEtta Jones, who for 25 years has guided people and organizations through the process of fundamental transformation. She's expected to address issues such as equity, diversity and inclusion.

"It's everybody's responsibility to be equitable, to make sure we're inclusive of all kids," Heinz said. "It's not just the responsibility of the teachers, but every employee when they interact with the students or when they interact with one



The Atlantic



EDUCATION

Is It Possible to Teach Children to Be Less Prejudiced?

Although diversity education is sometimes seen as a ploy to avoid litigation, some programs have had surprising success.

AMANDA MACHADO MAR 31, 2014

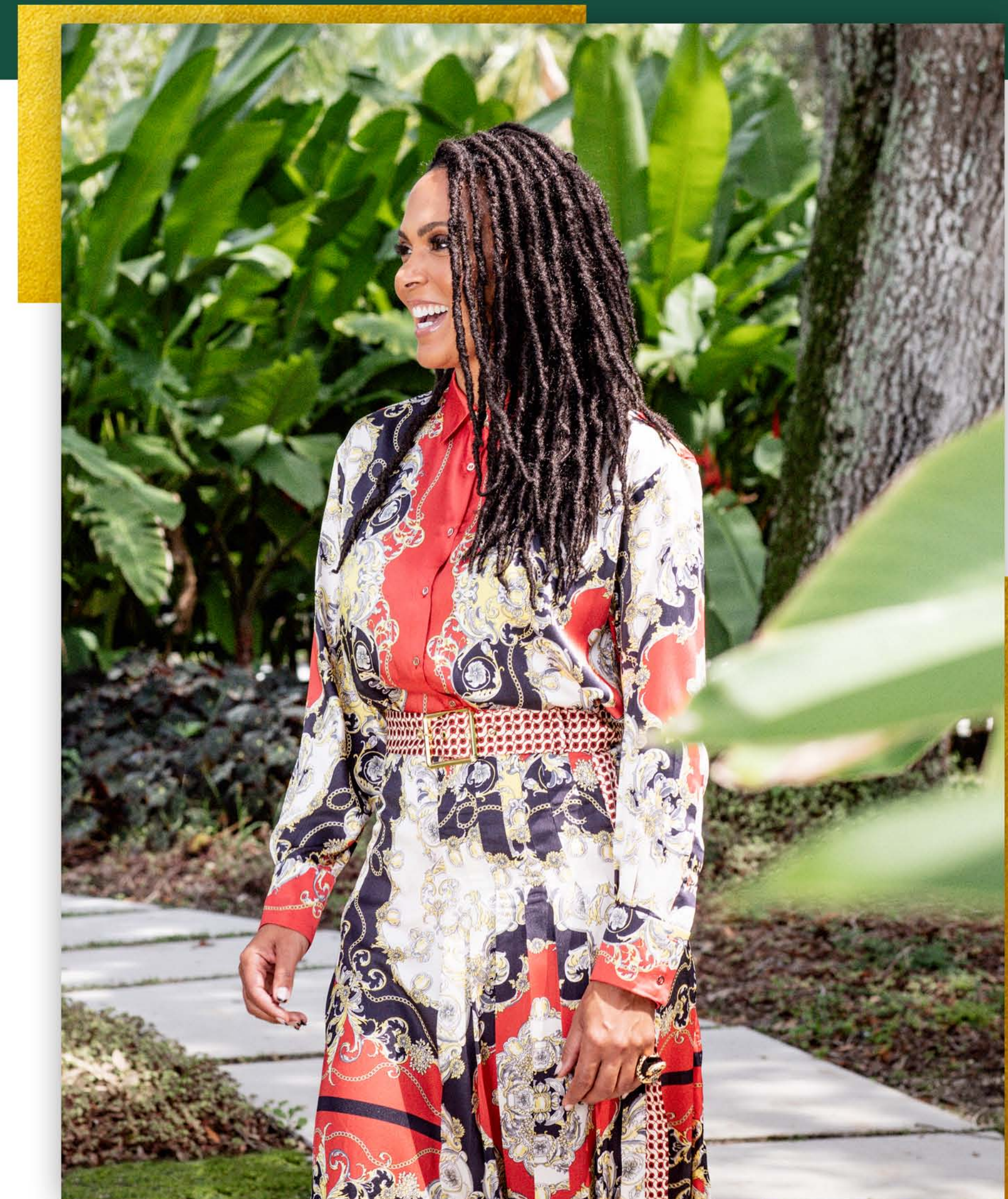
“The way we’ve pitched diversity in the past was all about what not to say, how not to discriminate,” says DeEtta Jones, a senior member of the consulting team for Diversity Best Practices. “But it shouldn’t be about learning exactly what to say and what not to say. The goal is to put people in a learning space, not a scary place, and make everyone feel that this an exploratory, energizing discussion.”

DeEtta Jones is simply extraordinary in her ability to touch all hearts and minds, encouraging new thoughts, ideas and action! She inspires introspection, collaboration, patience and activism all at once. The impact of her work is most often life transforming, leaving participants more knowledgeable and aware, as well as revitalized to make a difference. It's very rare when one person's work can have such profound meaning for a group of people, and DeEtta is that person! **(Barb Barb Kistler, Principal, Diversity Solutions Group, LLC)**

Very seldom have I come across a more compelling and expert trainer than DeEtta Jones. Her command of concepts related to inclusive leadership, equity and social justice paired with her appealing style, she captivates and inspires audiences. DeEtta knows how to communicate complex ideas in attractive, understandable and persuasive ways. She interjects humor appropriately and connects with her audience in memorable ways. It's not uncommon for groups to remember and quote her as they describe key moments in their learning journey.

DeEtta has touched and inspired many lives in her remarkable career and I have been very fortunate to benefit from her vast impact. **(Alma Vigo-Morales, President and Co-Founder, Diversity Solutions Group, LLC)**

The University of Rochester engaged with DeEtta Jones and Associates to get advice about establishing a University-wide office devoted to equity and inclusion. As a large institution with several schools and a vast medical center, bringing together the many local groups already engaged in these activities was a challenging task. DeEtta proved to be exactly the right person to work with us to design the new office. Over a period of a few months, she met with all the stakeholders to gain an understanding of their needs and aspirations. Her engaging and enthusiastic style as well as her thoughtfulness and her deep understanding of the issues enabled her to earn their trust. She developed a plan for us that was widely accepted and has now been implemented. We are deeply grateful to her for her leadership and insight in this important work. **(Richard Feldman, President Emeritus, University of Rochester)**



DeEtta presents to a wide array of audiences, from associations and not-for-profits to large corporations. Her message and delivery are met with delight by C-Suite executives and rising stars alike. Some of the comments shared after recent presentations include:

- “DeEtta Jones is among the most powerful and effective presenters whose session I have attended. If she presented on ‘How to use mud to achieve fame and fortune’, I would make a point of attending, because I know I would learn something worthwhile.”
- “DeEtta’s session was absolutely amazing!”
- “DeEtta kept the conversation focused, allowing people to participate while still interjecting with knowledge and advice.”
- “Not a boring moment.”
- “Today reminded me about the power I have and the fact that I need to use it.”
- “DeEtta was great! Her knowledge & comfort with the subject was amazing & inspiring.”
- “DeEtta is just great. Her delivery is excellent, she is always poised, and offers personal stories to bring the message home. She is intelligent, articulate, and very practiced with her delivery. She is an outstanding presenter. One of the best I have ever listened to in 30 years.”
- “I fell in love with you. Your presentation was fun + relevant to our field. Strong knowledge is apparent. You are approachable + so very open to our questions. You made this practical.”
- “DeEtta brings out everything and she is able to touch everyone at some level.”



take a look





get in touch

press, bookings & inquiries
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