



## ASTD-Cascadia Chapter Special Series: Learn How People Skills Drive Bottom Line Results

*Cultural competence requires that organizations have a defined set of values and principles, and demonstrate behaviors, attitudes, policies and structures that enable them to work effectively cross-culturally; have the capacity to value diversity, conduct self-assessment, manage the dynamics of difference, acquire and institutionalize cultural knowledge and adapt to diversity and the cultural contexts of the communities they serve; incorporate the above in all aspects of policy making, administration, practice, service delivery and involve systematically consumers, key stakeholders and communities. – Georgetown University, National Center for Cultural Competence*

*"At Intel, we strive to hire and retain the best talent from an increasingly global and diverse labor pool. We believe this will result in a better understanding of our customers needs, better products tailored to those needs, and ultimately advance Intel's global leadership position." – Paul Otellini, President and CEO of Intel Corporation*

### Destination Profit: Creating People Profit Opportunities in Your Organization



Rita Bailey CEO of QVF Partners, Ltd., international speaker and 25 year veteran of Southwest Airlines, will offer up the 4-A Process of Awareness Alignment, Accountability and Adaptation to bring home her message, "If you put people first, profits will follow." In this session, training and development professionals will gain clarity about the direction of their respective organizations and how to connect people to The Destination. Additionally, they will learn simple ways to leverage the strengths and talents within their organization.

Wednesday, May 23, 2007  
11 am to 12 Noon - Lunch  
12 Noon to 3:30 pm - Seminar  
Ambridge Event Center  
300 NE Multnomah St, Portland, OR

Members: \$45 by 5 pm May 16, \$55 after May 16  
All Others: \$55 by 5 pm May 16, \$65 after May 16  
Register at [www.astdcascadia.org](http://www.astdcascadia.org).

### Improving Individual and Organizational Cultural Competence



Improve your organization's productivity, morale and customer service with Donna Stringer, Ph.D., cofounder and President of Executive Diversity Services in Seattle. Dr. Stringer's *Inclusive Circles Process* has benefited global giants United Airlines, the American Red Cross, Mobil Oil and others.

This exclusive, five-hour program covers important issues that every training and development professional should know, including perception issues across cultural differences, cultural value differences, cultural communication style differences and cross-cultural competencies and organizational challenges

Monday, June 11, 2007  
10 am to 3 pm – Seminar (includes lunch)  
Ambridge Event Center  
300 NE Multnomah St, Portland, OR

Members: \$50 by 5 pm June 4, \$60 after June 4  
All Others: \$60 by 5 pm June 4, \$70 after June 4  
Register at [www.astdcascadia.org](http://www.astdcascadia.org).

### Emotional Intelligence and Diversity: Strategies and Skills for Training Professionals



Lee Gardenswartz and Jorge Cherbosque, of the Emotional Intelligence and Diversity Institute, help professionals create emotionally healthy, productive environments utilizing each individual's talents to their fullest potential.



Participants will gain insight on how to produce intercultural understanding for the promotion of harmony within the workplace and gain an understanding of the role of Emotional Intelligence as an aspect of personal empowerment. T&D professionals will learn about a methodology for developing EID in others, assess their own EID competencies and experience activities for developing skills in dealing with emotions and differences.

Wednesday, July 18, 2007  
2 pm to 5 pm  
Reed College  
3203 SE Woodstock Blvd, Portland, OR

Members: \$65 by 5 pm July 11, \$75 after July 11  
All Others: \$75 by 5 pm July 11, \$85 after July 11  
Register at [www.astdcascadia.org](http://www.astdcascadia.org).

**Register for 2 programs to receive a 10% discount or register for 3 to receive a 20% discount. To receive this discount, please contact the ASTD-Cascadia Chapter office at 503-579-1552 or [astd@astdcascadia.org](mailto:astd@astdcascadia.org) to register.**

*"As we bring our innovations into more global markets and work to close the digital divide, it's never been more important to honor, respect and make the most of our diversity. I encourage our employees to bring a global perspective into everything we do, and to continue investing in building and retaining a diverse workforce." - Bill Gates, Microsoft Chair*