



**GOODSTOCK**  
consulting, llc

**EQUITY, DIVERSITY & INCLUSION  
SERVICES**





# ABOUT GOODSTOCK CONSULTING

**WE EMPOWER LEADERS TO SEE THE  
VALUE IN THEIR SERVICES AND  
POTENTIAL IN THEIR TEAMS.**

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**WE ENGAGE UNDERSERVED  
COMMUNITIES TO DRIVE AND  
SUSTAIN CHANGE.**

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**WE TEACH AND  
STRENGTHEN ORGANIZATIONAL  
CAPACITY.**

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**WE CULTIVATE TRUST BETWEEN  
ORGANIZATIONS AND THE  
VULNERABLE COMMUNITIES THEY  
SERVE.**

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**WE BUILD GOOD STOCK.**

GOODSTOCK Consulting is committed to partnering with hospitals, businesses, non-profit organizations and social service agencies that are interested in producing measurable, strategic goals and equitable long-term impacts within marginalized populations.

Our team uses transformational engagement strategies and evidence-based skills to discover and support the inherent strengths of the clients and populations we serve.

Our firm is grounded in the following guiding principles:

- *Leadership: masters at guiding and equipping a group to attain transformational goals*
- *Ingenuity: innovative in how we assess institutional and community strengths and undertake opportunities*
- *Loyalty: steadfast in our commitment to our partners and the communities we serve*



# OUR COMMITMENT TO COURAGEOUS CONVERSATIONS



Ebony Hilton, MD

GOODSTOCK Consulting, LLC. ("GOODSTOCK") offers equity, diversity and inclusion (EDI) training to organizations across all professional sectors that address a range of topics including racial and ethnic bias, sexual orientation, gender identity, cultural competency and the various forms of bias (explicit, implicit, cultural blindspots) in the workplace. While each training is customized for every client and their audience, all trainings are designed to support individual and organizational development. They also share a common goal of cultural humility while keeping equity at the center of conversations and strategic plans.

## FOSTERING COURAGEOUS CONVERSATIONS

GOODSTOCK Consulting understands and appreciates the inherent tension and discomfort of engaging in discussions about race, race relations and racism in America, which can impact the productivity and stability of any organization. The vulnerability recommended for these conversations require a safe and nurturing training environment that effectively balances teaching, learning, and practical application while supporting participants in courageous conversations.

## BUILDING GOOD STOCK

Organizations have an invaluable opportunity to examine and enhance individual and organizational EDI practices to increase effectiveness and strengthen culture. GOODSTOCK blends academic research, evidence-based practices, and professional experience to craft tailored tools and trainings for each client. We strategically position participants to explore their own experiences encouraging everyone to lean in to and leverage those experiences to become more effective in the varying roles outlined. Participants of GOODSTOCK's EDI trainings not only learn how to identify their appropriate role(s), but are also encouraged execute those roles consistently and fluidly with humility.

- *Advocate: Possesses knowledge about and/or experience relating to EDI and actively champions these issues*
- *Ally: Someone with privilege and power that seeks to learn about the experiences of marginalized people and empathizes with their challenges*
- *Ambassador: Promotes and/or facilitates organizational EDI efforts with external partners*
- *Coach: Possesses EDI knowledge and commits to supporting colleagues through their own understanding and efficacy*
- *Counselor: Actively listens to EDI related issues and provides critical feedback*
- *Teacher: Routinely shares EDI knowledge and insights, formally or informally*



Kellye McKenzie, MPA



Kimberly Willis, PhD, CHES, CDE

# READY FOR CHANGE? LET'S GET TO WORK

To best tailor a strategic plan or training that will support maximum outcomes, it is important that we understand your organization's readiness for change and impact. GOODSTOCK is positioned to walk organizations through five stages.

Based on your self-identified stage of change, GOODSTOCK Consulting will engage your team in relevant activities that will move the organization through the continuum to the desired end stage.

Potential activities include:

- *Organizational assessments and prioritization of needs*
- *Individual and team self-reflections*
- *Trainings using customized curricula*
- *Strategic action planning*
- *Policy audit and development through an EDI lense*
- *Consumer and company convenings*
- *Focus groups and key informant interviews*
- *Board training and development*
- *Organizational Leadership training and development*



## CREATION

Your organization is in a great position to build new EDI initiatives, yet there are no current plans or processes in place.



## IMPLEMENTATION

Your organization has a lot of EDI ideas, but could use assistance with organization, prioritization and/or strategic planning.



## EVALUATION

Your organization has developed an EDI product/plan, yet there is a failure or hesitancy to launch. Or, an EDI product/plan has been implemented, yet the organization is not pleased with the results.



## INTEGRATION

Your organization has successful EDI initiatives, and is now ready to ensure sustainability throughout the organization.



## INNOVATION

Your organization has succeeded in building and sustaining successful EDI initiatives and is ready to dream even bigger and outside of the box.





# WHAT MAKES GOODSTOCK UNIQUE?

GOODSTOCK believes firmly that dedicated and thoughtful organizational discussion and action are critical in establishing and/or strengthening environments in which EDI is interwoven in daily work efforts and organizational culture. We place equal value on: (1) the need for participants to understand key concepts, learnings and principles relating to EDI; and (2) the need to foster and solidify the practical application of key concepts by supporting participants to become more effective allies and/or resources within their organizations.

GOODSTOCK approaches each conversation and training opportunity with a strengths-based approach, readily positioning both individuals and organizations to quickly identify and maximize their inherent strengths and those of their consumers while actively working to create positive and sustained EDI outcomes.

GOODSTOCK advocates that any communication and activities within organizations and marginalized communities consider potential bidirectional distrust between these populations and the organizations that serve them. Hence, there needs to be a level of transparency matched with a demonstration of authenticity, care, compassion, and consistency when engaging in EDI work. GOODSTOCK considers the work required to support the enforcement of these guidelines for this project, and will work diligently to ensure that our deliverables are aligned.

## CONTACT US

*Let's rewrite the future!*

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