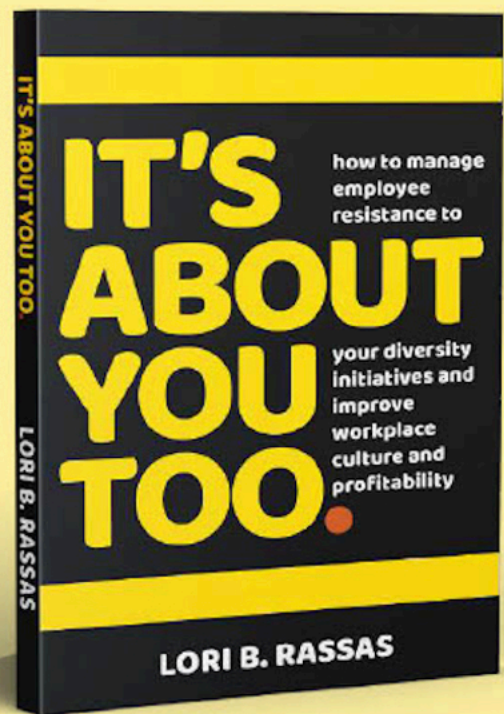


NEW BOOK SHOWS MANAGERS HOW TO ACHIEVE DIVERSITY GOALS

Every employee says they support expanding the diversity of their organization's workforce, but when faced with uncomfortable conversations and tough decisions, their vocal support often becomes grudging acceptance or even covert resistance.

It's About You Too: How to Manage Employee Resistance to Your Diversity Initiatives and Improve Workplace Culture and Profitability by Lori B. Rassas presents a contrarian approach to diversity initiatives. It explains that the only way to make headway on diversity efforts is to expand them to include a commitment to embracing all differences; from one's race, to whether an individual has a child, rents a home or has a long commute.



It's About You Too gives readers a peek into the minds of employees, sharing exactly what your staff is thinking and gives specific guidance on how to address their concerns, so they become advocates for your organization's efforts.

It's About You Too provides detailed pragmatic strategies on how to address common problems and how to rally everyone around the idea that a diverse workplace is better for everyone.

It's About You Too is the practical and user friendly tool that you've been looking for, providing specific guidance to transform your diversity initiatives from abstract ideas into executed and impactful workplace policies, enhancing workplace culture and increasing profitability.

Lori Rassas is an SPHR-certified HR Consultant, coach, educator, and employment attorney with more than two decades of experience working with both employers and employees to enhance their workplace cultures. She has her own consulting practice, teaches at a number of prestigious institutions, and is the author of *The Portable Perpetual Paycheck*, *Negotiating Without Nonsense*, *Over the Hill but Not the Cliff*, the #1 Amazon best-selling eBook and award-winning audiobook *The Perpetual Paycheck (Volume 1)*, *The Perpetual Paycheck (Volume 2)*, and the textbook, *Employment Law: A Guide to Hiring, Firing, and Managing for Employers and Employees*.