



CTR FACTOR, INC. is a leadership, diversity and inclusion (D&I) firm that specializes in business development, multicultural strategies, leadership training and communications for minority owners and suppliers.

As certified Minority/Women-Owned Business Enterprise partners, we are recognized as industry D&I experts with real world experience in business, government and non-profit organizations that understand the importance of tailoring and customizing our solutions to fit the needs of our clients.

CENTERS OF EXCELLENCE

A cutting edge think-tank of best practices, benchmarks, case studies and insights

-  WORKFORCE
-  WORKPLACE
-  MARKETPLACE

-  COMMUNITY
-  SUPPLIER

PRACTICES

A collection of solutions that focus on certain constituency, industry, or capability

-  CONSTITUENCY-BASED
-  INDUSTRY -BASED
-  CAPABILITY -BASED

OFFERINGS

Different vehicles to support the rollout of the solutions within the client organization

-  ASSESSMENT
-  SPEAKING
-  EDUCATION
-  COACHING
-  CONSULTING
-  DIGITAL

PROFESSIONAL SOLUTIONS - FLAGSHIP PROGRAMS



LATINO LEADERSHIP SERIES

This program series explores Latino cultural norms match up to organizational requirements, and inherent alignments and conflicts. Exposure to fundamental pitfalls like soft-pedaling on accomplishments, communicating team successes versus individual achievements, being too laidback under pressure, and not balancing results and relationships effectively. This dynamic interactive program evaluation will uncover key Latino perspectives and values based on seven dimensions that may affect employee performance and brand, as well as written and verbal communication styles. Understanding and embracing the undercurrents of these culturally driven behaviors enable Latinos to leverage their strengths, maximize their performance, and highlight their accomplishments more effectively, leading to better organizational performance. Employers learn how to effectively uncover and leverage these strengths for the benefit of the organization through personal understanding, navigation and acknowledgement of these cultural differences.



CULTURAL DEXTERITY

The economic landscape of the world is changing rapidly and becoming increasingly global. Companies in developed as well as developing economies must be aware that market opportunities, critical resources, top talent, cutting-edge ideas, and competitors wait not just around the corner in the home market but increasingly in distant regions of the world as well. How successful a company is at understanding emerging markets and appreciating the challenges globally depends significantly on how intelligent it is at discerning and interpreting the dynamic world in which it operates. Creating a global mindset is one of the central ingredients required for building such intelligence. Experience the importance of promoting self-achievements, having a sense of urgency, owning our development, being a subject matter expert and also exploring unconscious biases that may shadow over relationship building with other cultures. In this program we will explore key global moderating variables and learn how cultural norms match up to organizational requirements, inherent alignments and conflicts.



UNCONSCIOUS BIAS

Many professions value and leverage pattern recognition and informed judgment based on limited information. While this is a huge strength for our employees, managers and practitioners, it could also lead to unconscious biases in our decisions making when it comes to day to day issues like hiring, mentoring, promoting, staffing, developing people, and engaging with clients. Through an engaging mix of insights, exercises, illustrations, activities, pools, and videos, this session will enable participants to understand, identify, and manage their unconscious biases. Session participants leave with specific strategies and tactics that they can deploy in their day to day work to maximize intuitive strengths and minimize unintended fallout.



EMPLOYEE RESOURCE GROUPS

Employee Resource Groups are some of the most effective tools to deliver marketplace performance, engage employees, ensure retention and create inclusion. However, just having ERGs in place is not a sufficient condition of success. Based on the premise that the collective experience and resources of leaders enables them to resolve their challenges more effectively, this program serves as a powerful enabler for corporations looking to enhance the effectiveness, impact and overall health of their diversity efforts and their ERGs. This program explores 5 key impact areas and 25 critical success factors in driving and delivering return on investment through business performance improvement on pre-determined organizational, commercial, environmental and financial KPIs. ERGs will learn how to improve member engagement and satisfaction of diverse employee base through professional development, mentoring and advancement programs so that they can contribute more effectively to the bottom line.



CTR FACTOR LEADERSHIP

Leadership is traditionally regarded as tough terrain to master, with many heuristics and homilies, but few scientific principles. Most of these treatments of leadership miss the fundamental, counter-intuitive truth – great leaders don't lead. Instead, they get others to want to follow. Leadership is the ultimate, magnificent act of free will on the part of those who follow, and the magical secret of great leaders is that they have figured out how to make that act happen consistently and predictably. CTR Factor explores the science of gravitational leadership by examining the currencies that need to be earned (Credibility, Trust & Respect), assets that need to be built (Results, Relationships, & Resources), and investments that need to be made (Capabilities, Character, & Competencies).