



PROVIDER DIVERSITY PROGRAM

AN INNOVATIVE APPROACH TO DIVERSITY & INCLUSION

RLC Diversity



YOU MIGHT HAVE A GREAT SUPPLIER DIVERSITY PROGRAM.
BUT DO YOU HAVE A PROVIDER DIVERSITY PROGRAM?
WE CAN HELP.

Most companies focus on **SUPPLIER DIVERSITY** as part of their demonstration of commitment to diversity and inclusion. In some cases, there are billions of dollars of spend with suppliers owned by diverse proprietors, known as diverse spend, as part of such programs. But **NO** company has a **PROVIDER DIVERSITY** program.

WARNING...BE PREPARED...
for a program that will powerfully demonstrate your company's commitment to diversity, that your employees will love for the deals they get, and that diverse business owners will adore because they get access to great customers. There are so many folks with much more inspiring stories than ours running awesome businesses you need to meet....



Lamont grew up on the South side of Chicago in the projects. Didn't meet his father till he was 30. Went to prep school, college & graduate school on scholarships & became an executive at Fortune 500 companies before becoming CEO at his own consulting business called RLC



Dewayne grew up in Courtland, Al., where he was inspired to become a business owner by his late grandmother who was a single mother who owned a restaurant, real estate and the city cemetery. After 15 years of being an MBE, joined forces with RLC Diversity in the role of COO.



Suri came to the US with \$1000 in his pocket. Got 2 Master's degrees on scholarship while driving a cab evenings and weekends. Became a senior executive at Fortune 500 companies before co-founding a speaking and consulting company with 140 clients in 13 sectors called CTR Factor.



Anita grew up in a tough part of Brooklyn, NYC. Started working at age 16, and hasn't stopped since. Started as an a customer service rep. and moved up to head of sales and marketing at a division of a Fortune 20 company before co-founding CTR Factor as a working mom to 10 beautiful kids with her loving husband.

What is the difference? **SUPPLIERS** are vendors and partners of the enterprise itself who supply goods and services to the company. **PROVIDERS** are companies who provide goods and services that are purchased and consumed by the employees of the company, not the company itself. If you work at a company with revenue of \$1 billion, your supplier base might involve \$200 million of expense, and your diverse spend, as a piece of that total spend, might be \$40 million. Not a bad number.

But your company might have 4,000 employees earning an average of \$50,000 a year. That is \$200 million of annual spend made by your company's employees on things like vacations, travel, tax services, fast food, legal services, real estate services, home improvement services, and so on.

Do you know how much of those expenditures are with diverse **PROVIDERS**? What if you had a **PROVIDER DIVERSITY** program in which you offered a) space on your website b) access to your lobby on certain days and/or c) marketing presence at company events to diverse providers who own businesses serving customers like your employees in exchange for special discounts to your employees, and tracked how much business was generated through this program? How awesome would that be?