



At Ruiz Strategies, we offer comprehensive services to support your diversity, equity, inclusion, and accessibility (DEIA) goals.

TRAINING

We provide comprehensive training in DEIA that goes beyond the surface level. Our training programs are tailored to meet the specific needs of our clients, whether they are individuals or groups in the private, public, or government sectors. To foster cultural competency and eliminate unconscious bias, we employ expert-led facilitation, combining both live virtual and in-person sessions. We draw our subject matter experts (SMEs) and Ph. D.s from a select pool of highly qualified individuals representing various capabilities and specialties. They have decades of combined experience in implicit bias, behavioral psychology, organizational behavior, adult learning, leadership, human development, diversity, equity, inclusion, belonging, and accessibility.

CONSULTING

Our consulting services are specifically tailored for human resource and diversity, equity, inclusion, and accessibility professionals who seek expert guidance and support. We collaborate closely with our clients, utilizing our expertise in organizational psychology, organizational behavior, change management, cognitive psychology, and other social sciences.

SURVEYS & POLLING

In partnership with BiasSync, we offer web-based training and education through our online bias assessment tool. We equip participants with a powerful technology that helps them navigate the complex landscape of unconscious biases.

STRATEGIC COMMUNICATIONS

Finally, we offer comprehensive support in developing and communicating strategic initiatives, leadership insights, and executive messaging, focusing on DEIA.

Join us at Ruiz Strategies and unlock the power of diversity and inclusion to drive meaningful change.

Services



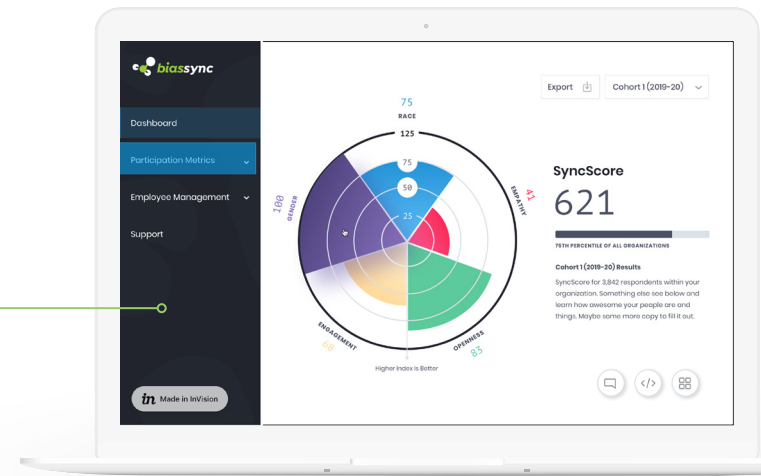
TRAINING

At Ruiz Strategies, we provide comprehensive training in diversity, equity, inclusion, and accessibility (DEIA) that goes beyond the surface level. Our training programs are tailored to meet the specific needs of our clients, whether they are individuals or groups in the private, public, or government sectors. With the aim of fostering cultural competency and eliminating unconscious bias, we employ expert-led facilitation, combining both live virtual and in-person sessions.



One of the cornerstones of our training is the utilization of the science-based tool BiasSync. As a value-added reseller, we equip participants with a powerful technology that helps them navigate the complex landscape of unconscious biases. Through this tool, we provide insightful data on organizational biases, enabling our clients to identify and address these challenges effectively.

Our team of subject matter experts include Ph. D.s with extensive experience in implicit bias, behavioral psychology, organizational behavior, leadership, and more. This ensures that our training is rooted in scientific research and best practices. Our experts actively engage with participants, enabling real-time interactions, and encouraging questions and discussions. They provide valuable feedback on inclusive strategies and guide participants in simulations and experiential activities that can be immediately applied in the workplace.



Our training programs cover a wide range of DEIA topics, including race, gender, LGBTQIA+, ableism/accessibility, and cultural competency. By addressing these critical dimensions of diversity, we help organizations create an inclusive environment where everyone feels valued, respected, and empowered.

Furthermore, our training sessions are designed with intentional learning outcomes, guaranteeing a meaningful and lasting impact. We work closely with our clients to understand their strategic initiatives and goals, ensuring that our training aligns with their organizational objectives.

At Ruiz Strategies, we are committed to providing comprehensive DEIA training that leverages the power of BiasSync and our expert facilitation. Together, we can create a more inclusive workplace that embraces diversity, fosters equity, and celebrates the unique strengths of every individual.



CONSULTING

Our consulting services are specifically tailored for human resource and diversity, equity, inclusion, and accessibility (DEIA) professionals who seek expert guidance and support. At Ruiz Strategies, we collaborate closely with our clients, utilizing our expertise in organizational psychology, organizational behavior, change management, cognitive psychology, and other social sciences.

Our consulting engagements are fully customizable to meet the unique needs and challenges of each stakeholder and client. We dedicate hours of our time to answer questions, develop strategies, review organizational data, and provide advice on policies and practices. With our evidence-based approaches, we ensure that our recommendations are firmly grounded in the latest research and best practices for change management, employee engagement, and the pursuit of equity.

Our Services Include



CHANGE MANAGEMENT

We employ effective approaches that prepare, support, and guide individuals, teams, and organizations through the process of organizational change. By understanding the complexities of change and employing proven methodologies, we help facilitate smooth transitions and minimize resistance.



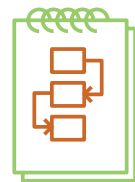
EMPLOYEE ENGAGEMENT

We recognize the importance of fostering a culture of engagement and empowerment within organizations. Through our expertise, we help clients develop strategies and initiatives to enhance employee satisfaction, motivation, and commitment, resulting in a more productive and inclusive work environment.



EQUITY AUDIT

Our comprehensive Equity Audit is a vital component of our consulting services. We conduct a thorough analysis of your organization's policies, practices, and culture, identifying areas for improvement and highlighting potential biases or inequities. The audit serves as a foundation for creating targeted strategies and interventions to promote diversity, equity, and inclusion.



DEIA FRAMEWORK, ROADMAP, AND IMPLEMENTATION

We leverage a robust DEIA framework to inform our approach. By integrating this framework into our consulting services, we ensure that diversity, equity, inclusion, and accessibility considerations are consistently integrated into all aspects of your organization's operations. This comprehensive approach leads to meaningful and sustainable change. Furthermore, we assist our clients in creating a strategic roadmap or plan that outlines specific goals, steps, and implementation strategies. Our expertise in change management allows us to develop practical and actionable plans that align with your organization's vision and objectives.

At Ruiz Strategies, we are committed to partnering with you to drive positive organizational change. Through our expert consulting services, we help you create a more inclusive, equitable, and engaged workplace where all individuals can thrive.



Our assessments and surveys cover a comprehensive range of topics, providing organizations with a deep understanding of inclusion, belonging, cultural humility, equity, and bias within their workforce. By incorporating demographic data, our reports offer valuable insights and actionable recommendations to address organizational priorities, policies, and practices. Our promise and commitment are to use scientifically valid and reliable instruments to ensure accurate and insightful data collection.



SURVEYS & POLLING

Ruiz Strategies together with BiasSync offer web-based training and education through our online bias assessment tool. We equip participants with a powerful technology that helps them navigate the complex landscape of unconscious biases.

We also provide a range of services, including employee surveys, polling, and diagnostics, to help clients assess, benchmark, and understand the impact of their diversity, equity, inclusion, and accessibility (DEIA) initiatives.

INCLUSIVITY SURVEY

Our inclusivity survey evaluates various dimensions such as belonging, fairness, bias, voice, opportunities, decision-making, and diversity. This survey, consisting of 19 questions, complements our assessments by providing a clear and actionable picture of an organization's diversity and inclusion efforts.

BiasSync 8 TOUCHSTONE EQUITY BARRIERS DIAGNOSTICS TOOL®

Our Equity Barriers Diagnostics Tool examines equity across all stages of the employee lifecycle, including recruitment, hiring, compensation, professional development, performance evaluation, promotion, retention, and identity equity. By identifying potential barriers to equity, organizations can mitigate risks and create a more inclusive work environment.

BiasSync FIVE-STAGE INCLUSIVITY ROADMAP®

Our Inclusivity Roadmap serves as a guide for organizations in their pursuit of a diverse, equitable, inclusive, and accessible workplace. It provides insights, best practices, checklists, and trusted resources to help organizations identify, assess, and measure their DEIA goals. The roadmap covers the five stages of organizational inclusivity and offers actionable steps and checklists for each stage.

AWARENESS BUILDING

We create awareness among agency supervisors about their own unconscious biases through interactive assessments, leading to profound impact as individuals gain self-awareness and mitigation skills.

EXPERIENTIAL LEARNING

Our solutions incorporate compelling content developed by Ph.D. experts and Emmy™ Award-winning producers, leveraging techniques such as hidden-camera scenarios, role-playing, and real-life stories.

DATA ANALYSIS

We provide organizations with heat-map level data and analysis, offering a comprehensive understanding of the "state of the state" and guiding leaders in refining diversity strategies to drive cultural institutional change and mitigate risks.

MICROLEARNING AND BEHAVIORAL PROMPTS

Our solution includes multiple monthly touchpoints and prompts rooted in positive psychology. These micro-learning target motivational psychology, mindfulness, and teachable actions to drive behavior change.

By addressing bias at both the individual and institutional levels, our solution effectively promotes positive change and fosters a more inclusive work environment.

At Ruiz Strategies, we are committed to providing a data-driven, evidence-based approach to promote diversity, equity, inclusion, and accessibility. Through our suite of services that leverages the power of BiasSync, we support organizations in creating lasting change and fostering an inclusive work environment.



STRATEGIC COMMUNICATIONS

Effective messaging is crucial for both internal and external communications, particularly when considering the impact of bias and language. At Ruiz Strategies, we offer comprehensive support in developing and communicating strategic initiatives, leadership insights, and executive messaging, with a focus on diversity, equity, inclusion, and accessibility (DEIA).

Our Services Encompass Four Key Areas



INTERNAL AND EXTERNAL COMMUNICATIONS

We understand the significance of aligning messaging with DEIA goals. Whether it's for internal communication within the organization or external communication with stakeholders, we help organizations develop culturally sensitive and inclusive messages. Our expertise ensures that messages resonate with diverse audiences and contribute to fostering an inclusive culture.



RESEARCH AND DATA ANALYSIS

We believe in the power of research and data to inform effective communication strategies. Our team conducts thorough research and data analysis, providing organizations with valuable insights and evidence to guide their messaging decisions. By understanding the landscape and the needs of diverse stakeholders, organizations can tailor their messaging to be more impactful and inclusive.



MESSAGE DEVELOPMENT

Crafting messages that align with DEIA goals requires intentionality and skill. We work closely with organizations to develop messages that consider the impact of bias and language. Our team provides guidance, templates, and customizable aids to support the development of culturally sensitive and inclusive messages. By ensuring that messages are aligned with DEIA principles, organizations can foster a more inclusive and welcoming environment for all.



TRAINING CONTENT

We recognize that effective communication is not limited to individual messages but extends to broader training content. Our expertise in DEIA training allows us to develop content that promotes inclusive communication practices. Whether it's developing training materials, facilitating workshops, or providing guidance on incorporating DEIA principles into communication training, we equip organizations with the tools and resources to enhance their communication practices.

At Ruiz Strategies, we are dedicated to helping organizations navigate the complexities of messaging in relation to diversity, equity, inclusion, and accessibility. By leveraging research, data analysis, and our expertise in message development and training content, we empower organizations to deliver messages that not only resonate but also contribute to building an inclusive and equitable culture.