



VCU Brandcenter Friday Forum

Sept. 30th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Matthew Freeman

Principal Consultant / TMI Consulting
and Co-author of *Overcoming Bias*



Matthew's passion for racial reconciliation and social justice has led him across the United States and overseas, helping people connect across difference and begin to address the challenges that divide them. Matthew believes the solutions to our most intractable problems, like social division and poverty, require bold leadership willing to try risky and innovative solutions. When given the opportunity, Matthew can help groups find the courage to tackle their most pernicious problems and move toward collaboration, mutual understanding, and action.

As TMI's Principal Consultant, Matthew oversees the company's facilitation and training designs, leads its research teams, and keeps his colleagues guessing what TMI's resident philosopher is up to. In addition to facilitating dialogue in corporate, educational, and community settings, Matthew has contributed articles to such publications as *The International Journal of Public Participation* and *National Civic Review* and has co-authored a book, *Overcoming Bias: Building Authentic Relationships Across Differences*, to be published by Berrett-Koehler Publishers.

Topic / Don't be racist: How to save face, embrace diversity and expand your brands

Descriptor / It's not uncommon for companies to find themselves in hot water over an ad that people find sexist or racially offensive. In order to overcome our bias and our own blind spots, we need to build teams and relationships across differences and ensure that we can have the tough conversations - so that you're not known as the creative team that brought you that one racist ad.