



Bernardo Ferdman

Specializing in the practice of inclusion in diverse groups and organizations, developing inclusive leadership, and Bringing Your Whole Self to Work™

Bernardo is passionate about helping to create an inclusive world in which more of us can be fully ourselves and accomplish our goals in ways that are effective, productive, and authentic. He is an accomplished leadership and organization development consultant and CCE Board Certified Coach with over three decades of experience working with diverse groups and organizations to increase individual and collective effectiveness and inclusion.

Bernardo, principal of Ferdman Consulting, has focused his career on supporting organizations to use their diversity to achieve better business results. He works with organizational leaders and employees to foster inclusion, to develop and implement effective ways of using everyone's talents and contributions, and to build inclusive behavior and multicultural competencies on the part of individuals, teams, and organizations.

A CCE Board Certified Coach and native Spanish speaker, Bernardo also has extensive international experience. Bernardo works with organizations, groups, and individuals to improve performance and leadership and to foster inclusion, focusing on assessment, coaching, dialogue, facilitation, and learning in the context of diversity. He has consulted to a range of businesses, NGOs, non-profits, government agencies, and educational institutions in the United States, Europe, Latin America, and Asia to develop and implement inclusion initiatives. He has served as a leadership coach for a range of clients in corporate, non-profit, and other settings, working to support them in achieving their goals while developing self-awareness, receptiveness to feedback, and practice in working effectively and productively with a range of co-workers, supervisors, and reports. He has also worked with UCLA, UCSD, AscentLeading Multicultural Women to the Top, and others to develop Latino/Latina and other multicultural leaders in both corporate and nonprofit settings, and with the United Nations System Staff College and other organizations to support leaders in enhancing their inclusive leadership.

A sought-after speaker, Bernardo has designed and delivered training and worked with managers and executives to support their professional and leadership development and with organizations to develop effective strategies for diversity and inclusion. A skilled facilitator, he has designed and conducted hundreds of workshops, meetings, and other events, both on inclusion and diversity and various other issues. Bernardo is president of the Diversity Collegium (a think tank of diversity practitioners), is a member of the Inclusion Allies Coalition and was previously a network associate with AmericaSpeaks. At Ferdman Consulting, he particularly focuses on building inclusive leadership practices to bring out the best in organizations and their members. Bernardo's workshops focus on the practice and challenges of inclusion, on working across differences, on authentically and effectively engaging in conflict, and on bringing one's whole self to work.

Bernardo was a university professor (1986 to 2017), served in administrative roles including Program Director, and has broad knowledge of theory, research, and practice in diversity and inclusion, organization development, cross-cultural management and leadership, and Latinos/as in the workplace, topics on which he has published extensively. His book, *Diversity at Work: The Practice of Inclusion* (Wiley, 2014), provides a state-of-the-art, research-based understanding of inclusion and how to systematically create it, foster it, and navigate its challenges. His numerous awards include Society of Consulting Psychology's Award for Excellence in Diversity and Inclusion Consulting, Janet Chusmir Distinguished Service Award (AOM Gender and Diversity in Organizations Division), Trailblazer Award (Ph.D. Project Management Doctoral Students Association), and the Gordon Allport Intergroup Relations Prize (SPSSI).

Representative Client List:

- Alcoa World Alumina; Alumina Española S.A.
- AllianceBernstein L.P.
- AmericaSpeaks, Inc.
- Brown-Forman
- CalEPA, Department of Toxic Substances Control
- California State University San Marcos
- Center for Creative Leadership
- City of San Diego; County of San Diego
- Democracy Fund
- Eli Lilly and Company
- Hilton Hotels Corporation
- Ikea Group AB; Intel Corporation
- Inter-American Development Bank
- International Water Management Institute
- Lumina Foundation & Santa Ana Partnership
- National Association for Multiethnicity in Communications
- National Institute for Civil Discourse
- Planned Parenthood of the Pacific Southwest
- San Diego Workforce Partnership
- Sempra Energy; Solar Turbines
- Swanson School of Engineering, Univ. of Pittsburgh
- U.S. DOD: Air Force JAG Corps; Defense Security Service
- Verizon Communications; Bell Atlantic
- Wells Fargo & Company; Bank of America

Education & Affiliations:

- Ph.D., M.Phil., & M.S. in Psychology, Yale University
- A.B., Princeton University
- CCE Board Certified Coach (Executive/Corporate/Business/Leadership)
- Distinguished Professor Emeritus, California School of Professional Psychology, Alliant International University
- President, Diversity Collegium (2019); Past co-chair, Webinars Committee, Inclusion Allies Coalition; Expert Panelist, Global Diversity & Inclusion Benchmarks
- Faculty, UCLA Anderson School of Mgm't Executive Education; UCSD Rady School of Mgm't Center for Executive Development; UN System Staff College
- Site Coach, Latino Student Success Initiative, MDC Inc.
- Past Division Chair, Gender and Diversity in Organizations Division; Past Chair, Diversity & Inclusion Theme Committee, Academy of Management
- Past President, Interamerican Society of Psychology
- Charter Fellow, International Academy for Intercultural Research; Fellow, American Psychological Association (including five of its divisions: SIOP, SCP, SPSSI, SPSCER, & Int'l); Fellow, Society for Industrial and Organizational Psychology (former Editorial Board Member, Prof. Practice Book Series) & Society for Consulting Psychology
- Co-chair, San Diego Latino-Jewish Coalition



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Supporting leaders & organizations in bringing inclusion to life

Maia Ferdman, M.A.



Maia Ferdman is the founder and principal of Bridges, an intergroup relations consultancy that supports organizations and communities to build vibrant spaces of belonging — spaces where we celebrate our complex identities, explore our differences productively, and build resilient relationships between groups. She is a skilled facilitator and educator who brings energy, nuance, and heart to all her work.

Maia provides facilitation, training, and grant-writing services to organizations interested in promoting positive intergroup relations. For example, she has developed programming for interfaith organizations such as Abrahamic House and NewGround: A Muslim-Jewish Partnership for Change. She is a facilitator with Resetting the Table, a national nonprofit dedicated to facilitating productive conversations across difference, and with Museum of Tolerance, leading Combat Hate media literacy workshops for high school students.

Maia is also the Assistant Director of the [UCLA Luskin Center for History and Policy](#), a center dedicated to elevating the role of historical analysis in policy making. She supports the center's research and programming and produces the bi-weekly podcast [Then & Now](#).

Maia previously staffed The City of Los Angeles Human Relations Commission, a mayor-appointed advisory board tasked with fighting discrimination and promoting positive intergroup relations in Los Angeles. In this position Maia led numerous intentionally designed community engagement initiatives, including large-scale interfaith convenings and facilitated conversations about police-community relations and racial equity. She was also trained as a mediator with the City Attorney's Dispute Resolution Program.

Prior to her role with the City, Maia worked with The Jewish Federation of Greater Los Angeles and with the American Jewish Joint Distribution Committee developing programming about global Jewish religious and cultural diversity. A native Southern Californian, Maia has lived in Bulgaria and spent extensive time in India and Israel, and her family hails from Argentina. She holds a B.A. in Global Studies and an M.A. in Latin American Studies from UCLA. She is a native Spanish speaker.



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Shaphan Roberts, M.B.A.



Shaphan Roberts is the Director of Online Programs for the Caruso School of Law at Pepperdine University. He was formerly the Director of the Los Angeles City Attorney's Dispute Resolution Program (DRP) and an Adjunct Professor at Pepperdine University, where he earned his MBA in their PKE program. Shaphan manages the coordination of all programmatic aspects of the Dispute Resolution Program, including community mediation, the Community Police Unification (CPU) Program, and growth of the program, in line with the goals of the City Attorney's Community Justice Initiative.

Shaphan also serves as the head liaison with public and private alternative dispute resolution programs: with federal, state, and local agencies as well as colleges, universities, and other community-based organizations. Additionally, he manages the recruitment, training, and certification of the DRP's volunteer mediator workforce. He is often requested to train city departments and community organizations on conflict management, de-escalation, and cross-cultural communication. In mid-2020, the City Attorney selected Shaphan to serve as a part of a team that organized and convened citywide conversations with protesters and police officers after the death of George Floyd.

Prior to this work, Shaphan led an inter-agency collaboration between the Los Angeles City Attorney's Office and the Los Angeles Police Department to develop and implement a 36-month pilot program currently known as the CPU Program, the city's award-winning community-police mediation program. The CPU aims to cultivate a better understanding between the police department and the community it serves by creating an opportunity to bring community members and law enforcement together to mediate selected complaints of biased policing or discourtesy. As part of his efforts in this area, he spearheaded the design of the program's Responsivity Tool which aids in an informed matching of mediators with mediation participants.

After successfully completing the pilot program, the Los Angeles Police Commission unanimously passed a resolution recommending the permanent adoption of the Community Police Unification (CPU) Program. Shaphan is routinely asked to speak to law enforcement departments nation-wide about the CPU model and process.

Shaphan continues to lead with passion and is currently consulting with Salt Lake City about police reform and community relations. In his daily work, he is looked upon to support the City



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Attorney in his efforts to respond to constituents' fears relating to the rise of hate and bullying, the lack of trust over police-community relations, and the need for greater engagement with clergy and other community stakeholders.