



**SHERMAN**  
Executive Consulting

# Engaging Communities & Building Equity

---

DULCE SHERMAN, OWNER &  
CHIEF HR ADVISOR



**SHERMAN**  
Executive Consulting

# Small Business Owner

- 30+ years of Human Resources leadership experience
- For profit and nonprofit industries
- Owner of Sherman Executive Consulting
- Experience as Senior HR Leader

## EDUCATION

Graduate – level Certificate in Organizational Development

Master of Arts, Management

Bachelor of Arts, Human Resources Management

Nonprofit Executive Institute, Nonprofit Association of the Midlands

LeadDIVERSITY Program, Inclusive Communities

Racial Equity Institute, Part I & 2, and Latino Challenges

Emergenetics, Predictive Index and ToP training

## COMMUNITY WORK

- Boards- Latino Center of the Midlands, Girl's Inc. of Omaha, Millard Public Schools Foundation, UNO Internship Advisory Council
- Public Speaking - YP Summit, CODE, NE Hispanic Chamber of Commerce Inclusive Communities, Latino Commission for NE, OLLAS
- Civic Engagement - Biden National Campaign and Presidential Delegate 2020, NDP LatinX Caucus Chair/Vice Chair, Douglas County Dems Vice Chair, and past MPS school board candidate
- Founder - Healing for Hope support meetings



[ShermanExecutiveConsulting.com](http://ShermanExecutiveConsulting.com)



**SHERMAN**  
Executive Consulting

That's me! Traviesa  
(nickname)



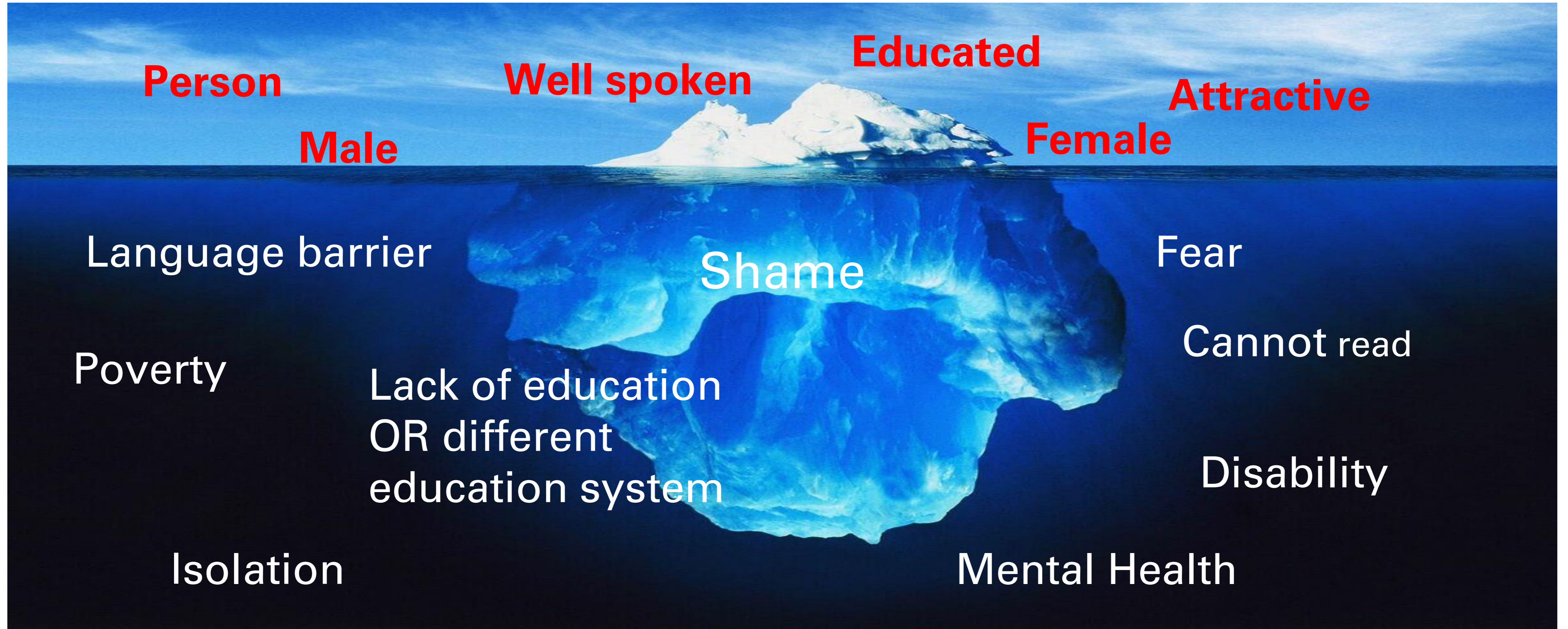
# My Family (Familia)

**Born in Grand Island and graduated from Minden High School in Nebraska!**

# What We See



**SHERMAN**  
Executive Consulting



# My Family

---



That's me!!!





**SHERMAN**  
Executive Consulting

# Ways We Can Engage More Communities

---

- Identify areas of growth or under utilization in communities
- Build relationships (churches, neighborhood associations, sports events, dances, etc.)
- Find a volunteer within the same community that can serve as a spokesperson for their community
- Hire someone that can identify, looks like the community and speaks, the language if needed.
- Schedule on going and regular meetings at times they can attend



**SHERMAN**  
Executive Consulting

## How Do You Build Trust

---

- Relationships are key (call them by name, remember details about them and ask them about it)
- Meet with them (in person, online, call them)
- Be honest, Help them or refer them
  - Build partnerships with other agencies (services, grants)
  - Follow up with them (call, post card or when you see them again)
  - Measure and share results (pre and post surveys)



**SHERMAN**  
Executive Consulting

# Psychological Safety?

---

## Do You Remember How You Felt?

- Having to respond or tell your parents?
- First Accident or Traffic Ticket?
- Getting a bad grade on a test or class?
- Getting into trouble?

Example: Feeling safe without fear of negative repercussions....



# Positions of Authority

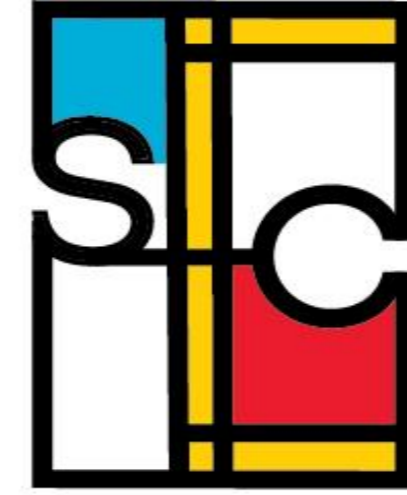


**SHERMAN**  
Executive Consulting

## **City Officials, Police officers, Firemen, School Administrators, Physicians, Attorneys...**

- Visit communities proactively to remove any stigma of fear, misinformation, or raise awareness that authorities can help
- Educate on services available and how to access them
- Provide bilingual materials or interpreters
- Be their Voice - Understand needs, organize and respond to build trust (Examples: Police at Hospitals, Parent meetings of children)

# In the Service of Life



**SHERMAN**  
Executive Consulting

- Serving is different from helping
- Helping is based on inequality; it is not a relationship between equals
- People feel this inequality (incurring debt, shame)
- Service is when our work sustains us

*Treat Others Like **they** want to be Treated & Show  
**Compassion**  
(iceberg effect)*





# **Dedicated to my son Jon - Jon**

---

**If you are someone you know is  
contemplating harming themselves,  
please call or text 988, the Suicide &  
Crisis Hotline.**

**Tell someone.**

**You matter.**

**No Shame.**



**SHERMAN**  
Executive Consulting

Thank You!

---

## Questions & Answers

Dulce Sherman, Owner & Chief HR Expert

[www.ShermanExecutiveConsulting.com](http://www.ShermanExecutiveConsulting.com) 402 305-2236