



Be Inspired Counseling & Consulting, LLC

Dr. Marian Higgins is the owner of Be Inspired Counseling and Consulting, LLC, a personal and professional development company specializing in educating, inspiring, and equipping professionals to become successful in their workplace. She is committed to helping professionals grow and transform by providing consultations, workshops, and trainings focusing on career management and equity and inclusion in the workplace.

As an experienced consultant and speaker, Dr. Higgins has presented to and assisted professionals in colleges, universities, non-profits, and corporations. She draws upon on her experience as a former administrator at the University of Georgia Career Center where she supervised and coached staff, created and implemented talent management strategies, managed diversity and inclusion initiatives, and provided consultations to employers and career services practitioners on diversity recruitment and programming.

Book

• *Dr. Marian Higgins* •
for your next event!

In addition to supporting professionals through her company, Dr. Higgins is a Clinical Assistant Professor at the University of Georgia where she contributes to the preparation of students seeking to enter and advance in the workplace. She is a frequent presenter for the University of Georgia Supervisory Excellence Program and the Diversity and Inclusion Certificate program.

Dr. Higgins received her Ph.D. in counseling and personnel services from The University of Georgia, a Master of Science degree in counseling from the University of Memphis, and a Bachelor of Arts degree in history from Wesleyan University in Middletown, Conn. She is a Licensed Professional Counselor and the recipient of the Southern Association of Colleges and Employers Champion of Diversity award and the Research Fellowship.

Groups Presented to

Cornerstone Church, Athens, GA | Georgia Career Development Association | InternBridge
Montgomery Chamber of Commerce | Southern Association of Colleges and Employers
South Carolina Association of Colleges and Employers | University of Georgia Training and Development

Testimonials

Dr. Marian Higgins is one of the most **amazing** and **accomplished** professionals that I have had the privilege to meet. The Georgia Career Development Association was honored to have her speak for one of our events. Her keynote address was factual, well organized, and **intriguing** to the listener. She presented in a positive manner that clearly created a strong rapport with the audience.

- **Debra Ruddell, MS, MCC, DCC, Georgia Career Development Association, President**

Dr. Higgins presentation of Diversity & Inclusion in Career Services was a **masterful illustration** of how college demographics are changing and how career services practitioners need to adapt to meet the needs of our students. Dr. Higgins' **unique presentation style** blended current research and real-world applications to illustrate how career services can better meet the needs of a diverse student population and prepare them for the transition to the global workforce.

- **Dr. Robert Shindell, Vice President & Chief Learning Officer, Intern Bridge, Inc.**

Dr. Higgins' development and facilitation of diversity panels and professional development workshops has **yielded outstanding results** for attracting and developing minority students into the Management Leadership for Tomorrow program.

- **Rishal Staniel, Senior Career Coach and Recruiter, Management Leadership for Tomorrow**

Speaking Topics

Making the Most of Diversity Recruiting on College Campuses

Today's college campuses are filled with diverse talent but how can you effectively connect with this generation of students and market opportunities with your company? Dr. Higgins knows the most effective strategies for finding ideal talent on college campuses. She understands what students seek from companies and how companies can market their opportunities to attract the best talent.

In this presentation, you will learn how to:

- Establish and maximize relationships with students
- Comprehend what students think about your company and your commitment to diversity and inclusion
- Effectively communicate in order to attract the best students
- Identify and resolve common challenges diverse talent experiences in the workplace



Essential Steps for Leading an Inclusive Work Environment

As organizations focus on increasing diversity among their employees, it is also important for organizations to provide welcoming environments for all employees. Inclusive workplaces are significant to recruiting and retaining employees. Employees want to work in environments where they can be themselves and where they are appreciated as such. Research has shown that employees are happier, more satisfied and engaged when they feel included at work.

Dr. Higgins's unique background as a supervisor and a diversity and inclusion expert have provided her with insight into the benefits of offering inclusive workspaces. During this session, she will elaborate on the essential steps for creating and leading an inclusive workspace.

As a participant, you will learn by:

- Understanding the impact of your identities, experiences, and beliefs at work
- Establishing recruitment and retention processes that are equitable and inclusive
- Assessing the current state of your office space, culture, traditions, and communication practices
- Examining how systemic practices impact inclusivity and equity at work



The Effects of Bias on Your Business

Everyone has biases. Yes, even you. But how often do we admit them and consider their impact on our employees and customers? Implicit bias is judgments and behaviors that we display unconsciously. These unconscious thoughts guide your day-to-day interactions and lead to behaviors that negatively affect employers and customers. Ultimately resulting in a negative impact on your bottom line.

In this session, Dr. Higgins delves into:

- The types of biases that are at play in your workplace
- The impact of these biases on human resources functions such as recruiting, interviewing and hiring
- The impact on retaining employees and engaging them
- Strategies for addressing personal and organizational biases

