

Leading with People

CREATING EQUITABLE, INCLUSIVE & DATA-DRIVEN ORGANIZATIONS



About
Sertrice Shipley
Founder & CEO

Sertrice Shipley is the CEO of Plan To Action, a premier consultancy at the forefront of transforming workplace culture through data-driven, human-centered DEI solutions. A recognized expert in organizational behavior, Sertrice is the co-author of *Inclusalytics: How Diversity, Equity, and Inclusion Leaders Use Data to Drive Their Work*, a definitive guide for using metrics to achieve measurable equity.

Prior to founding Plan To Action, Sertrice served as Co-Owner and Chief Consulting Officer at Mattingly Solutions, where she honed her ability to translate complex data into actionable behavioral change strategies. Her career is defined by a commitment to guiding high-impact organizations—including the National Association of Women Business Owners (NAWBO), Koppers, and American Humane—through the intricacies of executive advising and comprehensive DEI implementation.

A sought-after speaker, Sertrice has shared her insights at major industry forums hosted by the Society for Human Resource Management (SHRM) and the Society for Industrial and Organizational Psychology (SIOP). Her leadership extends deep into the professional community, where she serves as Chair of the Board for Blacks in I/O and contributes to the boards of the Lucy Daniels Center and GoBe Kids. By bridging the gap between rigorous data analysis and the lived human experience, Sertrice provides the essential framework for modern leaders to build organizations where every individual can thrive.

DATE

April 29, 2026

TIME

8 - 8:30AM: Registration

8:30 - 10AM: Discussion

*Light breakfast + refreshments provided

LOCATION

Raleigh Country Club

located at 400 Donald Ross Dr.

near downtown Raleigh

TOPICS

- **Respecting Differences: Valuing diverse perspectives, backgrounds and lived experiences**
- **Building Data-Driven Cultures: Leveraging insights & metrics to inform equitable decision-making and measure impact**
- **Establishing Equitable and Inclusive Policies: Designing systems & processes that promote fairness, belonging and opportunity**
- **Accountability & Continuous Improvement: Setting measurable goals and sustaining long-term cultural change**

To RSVP:



or email events@jones-insurance.com