

Hello and Welcome to the Empire Broadcasting Group!

Below are the Pre-Interview questions for your radio show with us, please fill them out and send them back to our email (admin@empirebroadcastinggroup.com) or you can fax them to 631-257-5705. If you have any questions, feel free to contact our office.

PRELIMINARY QUESTIONS FOR YOUR INTERVIEW ARE AS FOLLOWS:

Name (First/Last): Diana Peterson-More

Primary Number: 626.441.9518

Secondary Number: 626.862.0603

Guest position or title and name of business: President, The Organizational Effectiveness Group, LLC

Where are you currently located? (City/State): Pasadena, CA – Los Angeles adjacent

Guest Website: www.dpmoeg.com

Guest Email: dpmoeg@aol.com

Are you married? Divorced

Do you have any children? Yes, a son and two daughters

Are you Retired? No; actively engaged in business

Do you have an additional script or notes for the host?

Passion is purpose; if one is not giving back, she or he is missing life's riches. Following the example of my parents, I've been active and involved in nonprofits, governmental task forces and commissions my entire adult life: currently, I serve

on the American Red Cross and Community First Initiatives boards and am a past President of the Rotary Club of Pasadena; a board officer of the AIDS Service Center, the Los Angeles Women's Foundation, the Women's Economic Development Corporation, the Alliance for Businesses and Childcare Development, and the YWCA of Pasadena, Foothills-Valley. I am also a past board member of Union Station Homeless Services, and a current Community Advisor, and am a founding board president of the Child Educational Center, Caltech/JPL. I've chaired several events and have been honored with the Pasadena NAACP's Corporate Award, the YWCA of Pasadena, Foothill's Public Service Award, and the NWPC's Jeannette Rankin Courage Award.

Please give a description of your company and the products/services you offer:

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OEG is a full Service Organizational Development and Personnel and Employee Relations Firm providing the services and products, as follows:

Board & Staff Strategic Planning: preparation (surveys, interviews, focus groups); retreat facilitation; Strategic Plan drafting; and, follow-up (facilitation of quarterly task team meetings to ensure successful Plan implementation).

Executive Coaching: assessing where the participant is today (administering a 360 evaluation); defining where s/he should be; conducting a gap analysis; setting goals; and, providing one-on-one coaching to achieve success.

Performance Management & Strategic Compensation Systems: developing a system that supports organizational and individual goals; that provides ongoing feedback; and, rewards employees when goals are realized.

Management and Leadership Training: tailor-made sessions to address each workplace. Topics include: Tools and Techniques for Effective Communication; Hiring the Right Person for the Job: skill-based selection; Facilitating an Empowered Workforce; The Fine Art of Delegation; Performance Management: A Systematic Approach to Goal Setting, Coaching and Appraisals; Creating Teams; Timing is Everything: Principles of Time & Project Management; How to Conduct an Effective Meeting; Cultural Competency -- Leading in a Richly Diverse Organization; Managing Conflict: Moving from the Lose-Lose to the Win-Win; Maneuvering the Legal Minefields of Management: Holding Employees Accountable, Part I – Title VII, Civil Rights and Sexual Harassment; Maneuvering the Legal Minefields of Management: Holding Employees Accountable, Part II -- At-Will and Progressive Discipline; and, Organizational Savvy and Cultural Competence: Mastering Organizational Politics.

Please list three different aspects of your work that you would like to focus on in this interview:

Board & Staff Strategic Planning; Executive Coaching; and, Management & Leadership Training

As a young boy/girl growing up what inspired you to become a career professional?

I had great role models in both parents, particularly my Mother, who ran away from home to go to college (UCLA); became a teacher before WWII; was a WWII red crosser; and, worked in Personnel in Macy's post-war. I rejected teaching because it was expected; and, frankly, went to law school because I liked watching Perry Mason as a child. Also, as an undergraduate at UCLA, I majored in history and minored in protests and marching; as a student in Letters and Science, the hard science requirements were dropped. Thus, I had the tickets for law school, but not for medical school.

What are some of the obstacles you have had to overcome in your career that will inspire other men/women such as yourself?

I am fond of saying that I made a meteoric rise to the glass ceiling. After having practiced law, I was recruited to Southern California Edison Company when it brought in-house its labor law practice. I had seven jobs in 11 years, and was elected corporate secretary at the age of 38 – there were 18 officers, 17 men and me. Once there, my head hit the ceiling, which is a story. Prior to that, however, I developed the belief that each of us is responsible for managing our own careers. I went into one of my bosses (male; I never had the pleasure of working for a woman) and told him what job I wanted the following year, at what salary, and asked him what I needed to do in order for him to facilitate my getting the job. He gave me my marching orders, and I checked in with him quarterly. At the end of the year, he acknowledged I'd hit the mark – made all the course corrections he cited -- yet he didn't do anything to help me. I moved sideways, took another job – at greater salary – and didn't look back. Moral of the story – especially for women – know your worth, find mentors, where possible, seek feedback, make adjustments and go for it!

Did you have a mentor growing up? Are you currently mentoring anyone?

Unfortunately, no mentors. That said, there were folks I admired and tried to emulate, which is pretty close to a mentor. I've always been fascinated by what motivates others, so I am a careful observer of human behavior. Yes, I am mentoring a few at the moment.

In your opinion, what are some issues in the work place that men and women should work together to eradicate:

Equal pay; discrimination and bias in all of its forms. I'm lucky – I live in the United States of California, republic of Los Angeles County, where as a white person, I am in the minority. I embrace diversity in all of its forms, yet see that bias, regrettably, still exists. I'm a believer that there are stars and slugs in all races, ethnicities and genders. Thus, people should rise to the top in the rough proportion that they represent in the applicable area. That's not the case, yet, and I'm still working towards that.

How did you get your start?

As an entrepreneur? The Fortune 200 Company I worked for dissolved, and it

became increasingly apparent to me that one only gets so far based upon individual capability and competence; when one reaches that rarified air at or near the top, which was where I was, it's less about what one does and virtually all about politics and organizational savvy (which is one of the courses I've developed). I decided it was time to branch out and to help others get to the top.

Being an accomplished professional what quote or word of inspiration can you give to encourage others to follow their dreams?

"It's not what you say; it's what you do. Dream big and go for it!"