

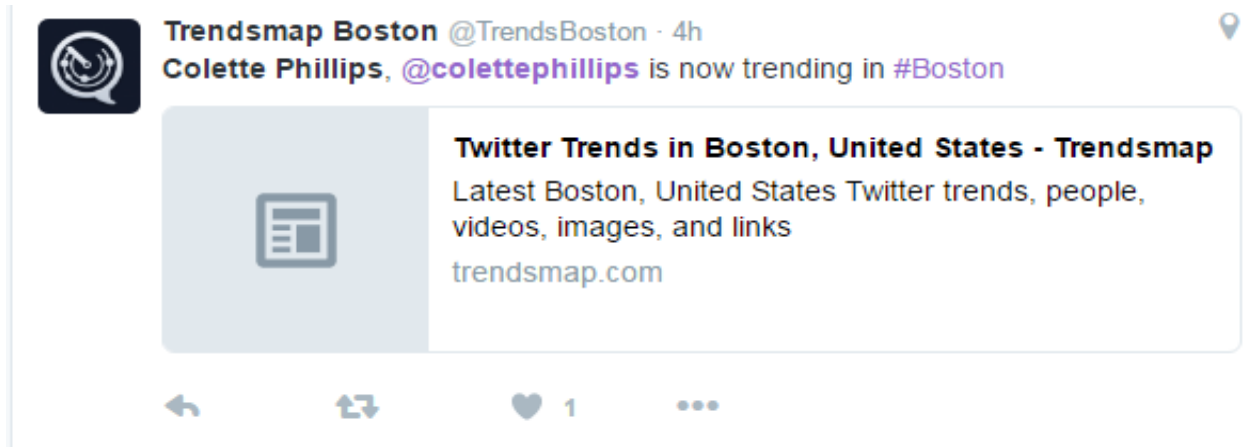
Colette Phillips

Inspirational • Motivational • Sensational • Charismatic



Personal Branding, Global Diversity & Inclusion Thought Leader, Spiritual Teacher, and Author

Colette Phillips has captivated many audiences with her amazing speaking skills and her motivational presence. Colette captured national attention when she addressed more than 1,000 women at the **2016 Boston Women's Innovation Conference**. She almost “broke the Internet” during the event when members of the audience sent her remarks out on Twitter. Colette’s inspirational and uplifting thoughts were trending on Twitter throughout the day. She is founder of Colette Phillips Communications, a nationally known multicultural public relations agency based in Boston. She is a global thought leader on issues of diversity and inclusion, spirituality, personal branding and issues impacting women and people of color. She is also the founder and CEO of the social impact venture *Get Connected!*, Boston’s premier multicultural business networking event. She made history in 2016 as the creator of the *Get Connected! GK100*, the first comprehensive list of the *Boston’s 100 Most Influential People of Color*.



Rave Reviews

These are just a few of the tweets that were posted and reposted during Colette's speech at the 2016 **Boston Women's Innovation Conference** event where speakers included Arianna Huffington and Joyce Chang Editor-in-Chief Self Magazine and as the keynote Speaker in New York at Ernst and Young's 2016 **Women in Power and Utility Conference**.



Colette Phillips Communications



Trish North @trisha767 · 5h

#bostonbusinesswomen "Attitude determines your altitude" ~ **Colette Phillips**, 5 principles to success



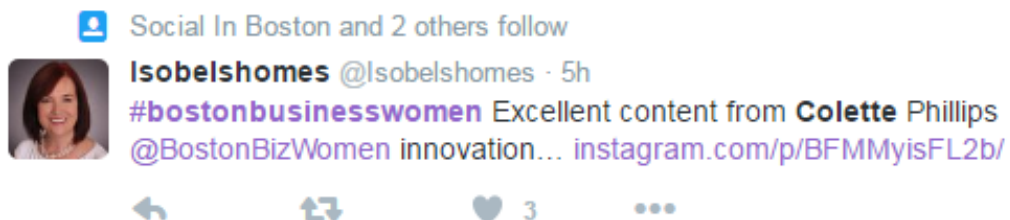
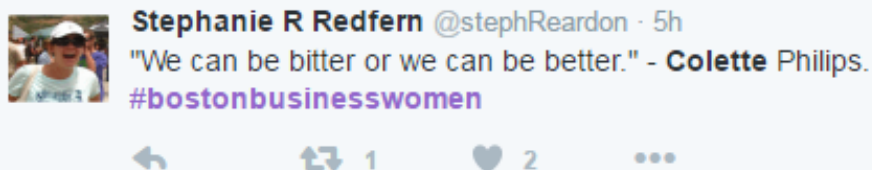
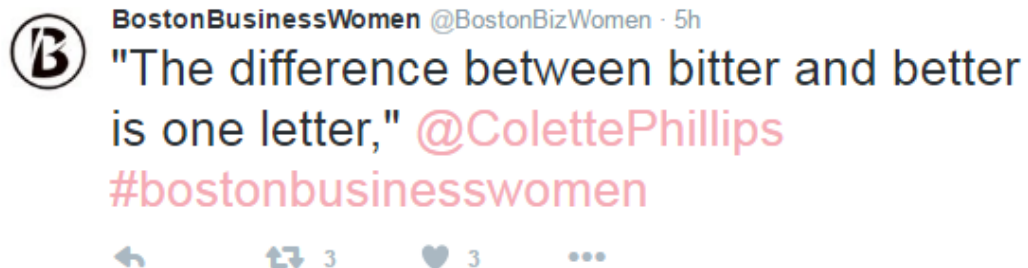
👍 1 ❤️ 1 ⋮



sarah boucher @sarahbboucher · 6h

@BostonBizWomen love this fact: "It's a wonderful time to be a women" -
@ColettePhillips #bostonbusinesswomen



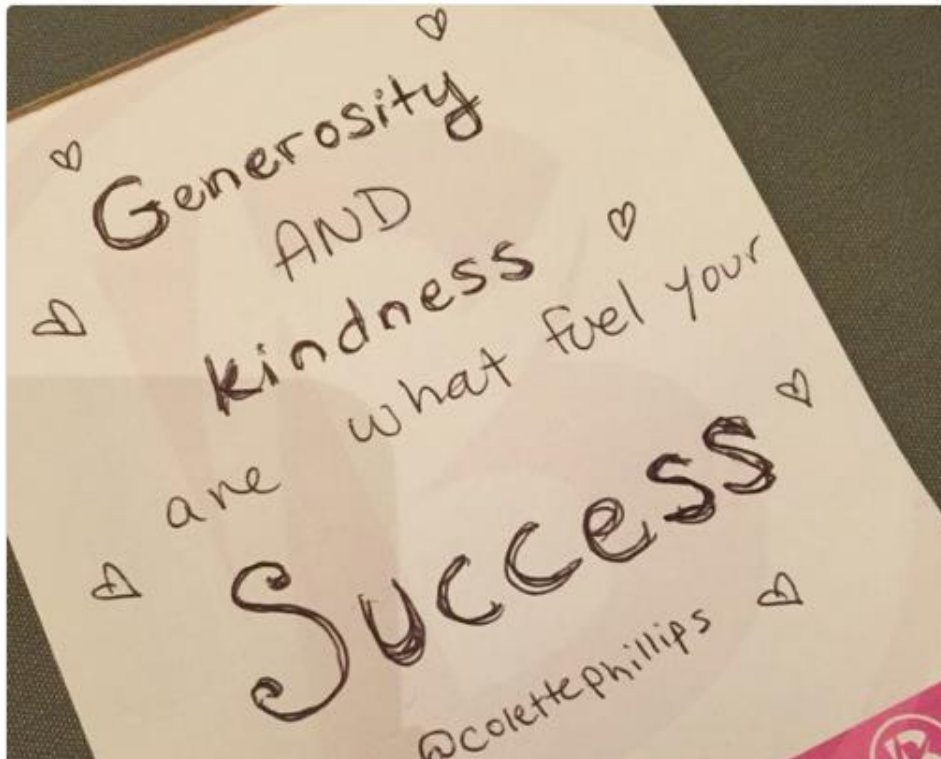


Colette Phillips Communications



Living Proof @LivingProofInc · 5h

One last tidbit from [@colettephillips](#) #bostonbusinesswomen



The Mackenzie @themackenzievt · 5h

"Make a commitment to mentor a woman younger than you." **Colette Phillips** @[#bostonbusinesswomen](#)

🔄 1 ❤️ 1 ⋮



Stacy Clougherty @stacymp · 5h

Best line of the day so far "the glass is refillable!" [@ColettePhillips](#) [#bostonbusinesswomen](#)



Bobby Guliani @BobbyGuliani · 5h

Awesome speakers [@slishcastle](#) [@joycemarg](#) [@SassyStrategist](#) [@KarenKaplanHH](#) [@amkline](#) [@ColettePhillips](#) [@MissJames126](#)

Marlon O @marlono

@meganmarini congrats! You're always inspiring me!
[bostonglobe.com/lifestyle/name...](#) [@HuffingtonPost](#) [#ariannahuffington](#)
[#BostonBusinessWomen](#)

🔄 1 ❤️ 4 ⋮

Colette Phillips Communications



Aiste Marketing @Aisteevents · 6h

Start with incredible passion, purpose and a plan @ColettePhillips
@BostonBizWomen #bostonbusinesswomen



Lyndsay Whitehurst @LyndsayRecruits · 6h

Wonderful to see @ColettePhillips at #BostonBusinessWomen Innovation Conference. Proud of our #interise alumna!



1



2



Colette Phillips Communications



Living Proof @LivingProofInc · 5h

Remember the 3 p's: passion, purpose, plan. - @ColettePhillips
#bostonbusinesswomen



Robyn Mather @robynmathr · 5h

#bostonbusinesswomen @colettephillips sharing what it takes to be successful!

ite,



BostonBusinessWomen Retweeted



Kristen Verdeaux @Verdeaux · 5h

"Passion, purpose and then have a plan to fulfill your potential"
@ColettePhillips #innovation #bostonbusinesswomen



Committee Boston and 16 others follow



Rue Le Chat @RueLeChat · 5h

"I love living out loud." - @ColettePhillips #bostonbusinesswomen #boston 🐾



Alexandra Elizabeth @MsAlexandraV · 5h

Thank you for your wisdom @ColettePhillips. Our melanin shines bright!
#bostonbusinesswomen





BostonBusinessWomen @BostonBizWomen · 5h



"Attitude determines altitude."

@ColettePhillips #bostonbusinesswomen



Holstein Photography




BOSTON
BUSINESS
WOMEN™

INNOVATION CONFERENCE
MAY 9th, 2016 | WESTIN COPLEY PLAZA



12:00 p.m. Lunch and keynote speaker
GETTING CONNECTED!

 **Colette Phillips**
President and CEO
Colette Phillips Communications

1:30 p.m. Regulatory
Changing Energy Markets,
Consumers to Prosumers

 **Marion Gold**
Commissioner
Rhode Island Public Utilities Commission

 **Angela M. O'Connor**
Chairman
Massachusetts Department of Public Utilities

 **Robert F. Powelson**
Commissioner
Pennsylvania Public Utility Commission

 **Carlisle J. T. McLean**
Commissioner
Maine Public Utilities Commission

 EY facilitator **Paul Roberti**

 EY facilitator **Ginny Norton**

From: Connie Carden [mailto:Connie.Carden@ey.com]

Sent: Wednesday, September 21, 2016 12:17 PM

Colette Phillips Communications

To: Colette Phillips <cphillips@cpcglobal.com>; April Celiz <ChiefOfStaff@cpcglobal.com>

Subject: Pictures from WIPU

Colette: You absolutely rocked this conference. Thank you so much for doing this for me. I would like to meet up with you in a few weeks to see how I can help those 2 organizations we spoke about. Hope you get some biz out of this meeting, let me know how to help. Warm Regards, Connie



Connie Carden | Global Client Service Partner | Markets

Ernst & Young LLP

Cell: 9046314117 | connie.carden@ey.com

From: Gold, Marion (PUC) [mailto:Marion.Gold@puc.ri.gov]

Sent: Wednesday, September 21, 2016 10:13 AM

To: Colette Phillips <cphillips@cpcglobal.com>

Subject: Kudos and thanks

Hi Colette,

Just a quick note to say how much I enjoyed your presentation and meeting you. I will keep my eyes open for opportunities to bring you and your expertise to RI!

I took lots of notes and hope to use them to become a better networker (and fashionista). Never too late in life for learning. Thanks for all you brought to the EY event – hope you had a great birthday dinner.

Best,
Marion

Marion S. Gold, Ph.D.
Commissioner
Rhode Island Public Utilities Commission
89 Jefferson Blvd
Warwick, RI 02888

From: Terry, Elizabeth [mailto:Elizabeth.Terry@nationalgrid.com]

Sent: Friday, September 23, 2016 8:50 AM

To: Colette Phillips <cphillips@cpcglobal.com>

Subject: RE: EXT | | Great to meet you look forward to connecting

Thanks Colette! It was a pleasure to meet you as well. Thank you for your inspiring presentation! I hope to attend a Get Konnected event one day!

Best regards,
Elizabeth
[Elizabeth H. Terry](mailto:Elizabeth.H.Terry@nationalgrid.com)
Energy Efficiency Execution
[nationalgrid](http://nationalgrid.com) | Waltham, MA
781-907-1530 | elizabeth.terry@nationalgrid.com

Target Audience:



Women

People of Color

Corporations

Colleges/Universities

Non-Profit/ Mission Focused
Groups

Professional Business and Affinity
Organizations



Signature Speeches

Business 101: Entrepreneurship and Women in Business

21 Steps for Women to Win: An Entrepreneur's guide to succeeding in business.

21 steps is the title of a book authored by Colette Phillips. In her speech and presentation, she offers practical tips drawn from her personal experience coupled with plain old fashioned common sense advice for entrepreneurs in general and women in particular. This presentation is terrific for either individuals poised to start their own business, or who are already in business or the corporate environment. Basic advice includes things such as *"Having a plan"*; *"Don't grow your business too fast"*; *"Add humor to your work"*; -- all key elements for managing and growing a successful business and career. Her dynamic presentation is inspirational, anecdotal, and funny. Colette uses proven precepts of what has worked for her in more than two decades of being an entrepreneur and is a living example of how growing a successful business can be achieved effectively.

The Competitive Advantage and ROI of Diversity and Inclusion in a Global Economy



In today's increasingly competitive global marketplace, a workforce that includes highly motivated employees who reflect the diversity of marketplace is both an asset and a competitive advantage. As the domestic and global marketplace becomes increasingly culturally diverse corporate America must now regard valuing and managing a diverse workforce not solely as the right thing to do, but from a perspective of enlightened self-interest. Creating an environment that attracts, retains, fosters and values the best people of all backgrounds while encouraging the maximum contribution is the quintessential business imperative of the 21st century.

The Power of Strategic Everyday Networking and How to Get Konnected.

NETWORKING is the single most powerful marketing tactic to accelerate and sustain business and professional success through making the right “connections.”

Ask any successful person and they will tell you that networking is a key element in moving one's career forward. The art of developing powerful relationships can do wonders for one's career and business. Research shows that the best jobs are never advertised and 85% of all jobs are secured through networking. But as familiar as it is to everyone in the workforce, it is one of the most underused career enhancement methods, due to misconceptions about how to network strategically. Colette has been referred to the Boston Globe as a *veteran* networker and the consummate “connector.” She will offer helpful tips on the *Art of Successful Networking* and how to use networking to enhance and grow one business and professional network.

You Are Your Brand: Turbo-charge your career by cultivating a powerful personal brand

You are the President and CEO of Your Life! Ever wonder why some executives are able to turbo charge their careers, while their equally talented colleagues get left behind in the dust? Or why is it some people consistently stay in the limelight, attracting accolades, attention and new career opportunities? It's no accident. In today's workplace, making yourself an invaluable employee is the key to succeeding in this ultra-competitive environment. With more jobs being outsourced, and more qualified candidates for fewer positions, it is survival of the fittest when it comes to moving up the corporate ladder.

When Colette arrived on the Boston business scene more than two decades, she was a relative unknown, but that did not last long, set out on your own personal branding campaign. Today she has built one of the best known personal brands, powerful networks and positive business reputation in that city. CEOs, senior and mid-level executives have turned to her for consultation and advice on building their own successful personal brands. She will share her secrets and insights on why a strong personal brand can lead to a life of passion, power, purpose and possibility.

Living Your Best Life!

Are you living your best life? Experiencing your heart's desire and your passion? Or are you living a pinched existence of paucity and poverty. Is your life dominated by limiting thoughts such as “There

Colette Phillips Communications

is never enough money to buy the things I need.” “Nothing good ever happens to me.” Is your life filled with worry, fear, doubt, resentment and anger? If you answered “yes” to one or all of these questions, then this is a presentation that will change your life and your thinking forever. Colette provides spiritual insights on how to live your best life by trusting your inner guidance and allowing the Divine plan for your life to unfold. We were born to manifest the glory and magnificence of the Divine which dwells in each of us. It is our divine birthright to live a life of filled with vitality, good health, abundant good and prosperity. As an active member of her Spiritual Community Colette serves as a lay minister/ guest speaker and prayer warrior.



Other topics which Miss Phillips can speak on include:

- *Legacy Living: How to Live Life Joyfully, Creatively and Prosper*
- *A Purpose Driven Life: The 5 Principles for living a Life of Passion, Purpose and Possibility*
- *How to Recession Proof Your Career*
- *50 Ways to Land Your Dream Job*
- *Skills, Smarts, and Sponsorship*

Resume



The *Boston Business Journal* named her one of its **Power 50-Game Changers**; *Boston Globe* cited her as Boston's "social connector," and one of the "must have" people in the room when there are important events. She received *Boston Business Journal's Lifetime Achievement Award for Diversity*. Boston Magazine listed her as one of the *100 Most Influential Women* in Boston and one of *Boston's 40 Most Fabulous People*. *The Boston Herald* listed her *One of the 100 Most Powerful People in Boston*. She was honored by Bryant University with its *2016 New England Business Woman of the Year* and received an *Honorary Doctorate Degree of Law* from Mount Ida College which will ease its

"Pioneer," "Visionary," "Connector," Multicultural Marketing Maven" Game-Changer" are terms often used to describe Colette who refuses to be defined by traditional barriers of gender and race. A risk-taker and enterprising person, she pioneered inclusion /multicultural marketing in New England. She is widely respected and recognized for her amazing ability to build bridges and create cross-cultural and inter-racial business and social networks and connections. Her breadth of experience spans three decades of counseling major corporations, mission focused non-profit institutions, c-level executives, celebrities and world leaders as well as successfully managing and overseeing public relations, brand management and inclusion/multicultural marketing campaigns for a number of distinguished clients.

Boston can be a parochial city and Colette has been part of the Boston fabric and community for decades she is often sought after by C-suite executive for Colette for onboarding services and counseling. She affords her clients unique opportunities to engage in and become strategically visible in this inner sanctum of the Boston's community. She is highly respected for her amazing ability to create cross- cultural business and social relationships and networks.

Colette is a master at creating positive solutions and outcomes to solve challenging problems for her clients and sometimes society. Recognizing that Boston has had a reputation for not being an inclusive or welcoming city and that reputation has impacted the city ability to attract and retain a lack of access to information of interest to residents and communities of color and others seeking access to those constituents, in 2000 and 2007, she and her firm published **Kaleidoscope**, Boston's first comprehensive multicultural resource directory to address this challenge issue. *Boston Magazine* hailed it "the ultimate networking tool, for people left out the network. Always an innovator, in 2008, she launched an innovative social impact venture called *Get Konnected!* which has become the city's premier inclusive business

Colette Phillips Communications

networking event that bring together urban and international professionals, business executives, entrepreneurs and graduate students across industries and sectors for networking. Get Konnected! has attracted several of Boston's and the state's major corporations as partners. They view Get Konnected! as a credible, effective diversity/ inclusion branding, stakeholder engagement and recruitment platform that can be leveraged for consumer, community and employee, recruitment engagement and retention.



In 2016, she Get Konnected! and made history as the creators of Boston's first comprehensive compilation of ***Boston's 100 Most Influential People of Color*** called the of the ***GK100*** List. *The Boston Globe* covered this historic initiative on the front page of its Business section, citing Colette as "*changing the conversation on diversity in the city*".

In 1998, Colette wrote and published ***21 Steps for Women to Win***, a compact inspirational guide for women entrepreneurs and professional women. She is a very civically active member of the Boston community and is the recipient of numerous awards and citations for her personal, philanthropic and professional accomplishments including: including: the last **Mayor of Boston Thomas Menino's** and **Boston's Office of New Bostonians "We are Boston" Community Leadership Award** for her contributions toward making Boston a more welcoming and inclusive city for all of its citizens; The **American Jewish Committee's National Civic Achievement Award**; the **Greater Boston Chamber of Commerce's Pinnacle Award** for Achievement in Business; **The Publicity Club of Boston's Crystal Bell Award for Lifetime Achievement in the Field of Public Relations**. The **Lady Baden Powell's Good Scout Award** for her **community and civic work**. The **Renaissance School's Living Legend Award**; **Emerson College Distinguished Alumna Award**. The **Boston Jaycees Ten Outstanding Young Leaders** and the **YWCA of Boston** inducted her in its **Academy of Women Achievers**.

She currently serves on the board of Trustees of Eastern Bank; the Massachusetts General Hospital; the board of directors of the Greater Boston Chamber of Commerce; The American Jewish Committee and the Whittier Street Health Center Foundation.

Boston Business Journal

November 1st 2016

A new look for the BBJ's Power 50: The Game Changers

Power in the Boston business community traditionally has been wielded by few and guarded closely. Last year in this space, we featured a list of the 50 most powerful businesspeople in Boston, and it turned out to be a controversial one, featuring mainly older, white men. We believe our list was accurate, highlighting the fact that power remains in the hands of a small group of historically privileged people. The feedback we received from the community led to several dialogues over the ensuing months about where power lies in Boston, and changes to the way we approached the list this year.

As an example, last year's organized opposition to the bid for the 2024 Summer Olympics in Boston — called No Boston Olympics — showed that a diverse community can wield significant power in the face of the city's elite. The success of that group, and others like it, led us to ask a different question this year, one that follows the theme of the games: Who else is changing the game of business in Boston — and who has done so in the past year?

With that, we offer up the sixth-annual Boston Business Journal Power 50: The Game Changers. It includes men and women from multiple industries and professions who are making a difference in their business communities, blazing trails and leaving their mark on the local economy. Profiles of the winners will be included in a supplement to the BBJ on Nov. 18.



W. MARC BERNSAU (PHOTOGRAPHER) **Colette Phillips, president and CEO of Colette Phillips Communications, founder of GetConnected 100**



The Boston Globe

May 26, 2016



BOLD TYPES

‘In search of ‘a more inclusive business climate’

Colette Phillips knows a thing or two about trying to knock down the doors of Boston’s entrenched power structure.

When she launched her namesake firm in Boston 30 years ago, Phillips was unusual: a black woman opening a PR agency in a business community dominated by older, white men.

The city’s corporate leadership ranks have become more diverse. But Phillips still sees mostly white faces when she looks around. That’s why she has made it her mission to create what she calls “a more inclusive business climate.”

The latest chapter: a “speed mentoring” event scheduled for Tuesday at the **Federal Reserve Bank of Boston**, with a goal of cultivating a new generation of diverse professionals.

Phillips has recruited a number of black and Asian executives to participate, such as **WGBH** general manager **Liz Cheng**, **Holland & Knight** partner **Steven Wright**, **Eastern Bank** chief banking officer **Quincy Miller** and **Care.com** co-founder **Donna Levin**. Plenty of white men will be pitching in as well, including **Tufts Health Plan** CEO **Tom Croswell** and **Harvard Pilgrim Health Care** CEO **Eric Schultz**.

Each of these executives will spend 20 minutes dispensing career advice and talking shop at a table with up to 10 attendees before it’s time for them to move on to a new group. More than 250 people are expected to come.

This is the first time for the event, but Phillips hopes to make it an annual one.

“I want to be a convener and facilitator for the ‘New Boston,’” Phillips said. “It’s all about changing the paradigm. The only way you’re going to do that is to get people out of the ivory tower.”

— JON CHESTO



CHRIS MORRIS FOR THE BOSTON GLOBE
Colette Phillips

The Boston Globe

MARCH 30, 2016

Business

Meet 100 of Boston's most influential minorities

By: Shirley Leung, Globe Columnist

We Bostonians love lists. Who's powerful, who's rich, who's promising.

Boston magazine and the Boston Business Journal have turned rankings into a cottage industry. But these lists invariably showcase something we're not so proud of: Just how white the establishment is here.

Easy to blame the media — and we do play a role. I got a sneak peek at the *powerful, rich, promising*... There was no hiding from that fact last week at the Boston College Chief Executives Club lunch with General Electric CEO Jeff Immelt, where white people apparently reign supreme.

So along comes the public relations maven Colette Phillips to once again try to change the conversation about diversity. As a black female entrepreneur behind the *Get Connected* networking series, she got tired of all our self-flagellating. Her profoundly simple idea: the GK100, Boston's 100 Most Influential People of Color.

The list, which will be released Wednesday, aims to showcase minorities who are shaping the region across various sectors, including academia, business, health care, and philanthropy. People are always asking her for names of minorities to serve on nonprofit and corporate boards. Now they don't have to.

"We have a preponderance of people," Phillips said. "You start realizing how many people are doing good work at the top of their game, yet they are not featured in any of the press."

"We fall into this trap that we think there aren't enough people of color for leadership roles," said Jim Canales, who is Hispanic and on the list in his role as president of the powerful Barr Foundation. "There is tremendous talent in this region. How do you surface it? How do you get it known?"

To come up with the list, Phillips tapped about 30 people in business and civic roles to suggest names.



In all, more than 500 individuals were nominated.

(I was among those asked for recommendations, but I did not participate in the final selection of the list. I did not nominate myself in the category of communications and media, but I am on the list with two fellow Globies, columnist Adrian Walker and editorial writer Marcela Garcia.)

The list is not perfect. There are important people missing, including Carlos Santiago, state commissioner of higher education; Natasha Perez, chief of staff to Senate president Stanley Rosenberg; Travis McCready, CEO of the Massachusetts Life Sciences Center; and former US Senator Mo Cowan, who is now the chief operating officer at ML Strategies.

"This is not the be all or end all," Phillips said. "Consider this a sample."

This list — like the ones from Boston magazine and the BBJ — no doubt will generate debate on who made it and who didn't.

To Phillips, that's OK. That might be entirely the point of the GK100, to get people thinking that Boston has become a town full of people of color who are in positions of power, but their voices need help being heard.

For all my own bemoaning about seeing white people everywhere at Boston functions, I found that my notebook filled up pretty quickly when I sat down to think about influential minorities.

I actually had a hard time in certain categories like business and politics to stay within the cap of 10 nominations.

Then there was this issue: what to do with pioneers who paved the way for the current generation of minority leaders, people like the Chinese-American activist Frank Chin, former US attorney Wayne Budd, and Howard Koh, former state commissioner of public health and former assistant secretary of health in the Obama administration.

Admittedly, Phillips cheated a little. She created three more lists: the GK50 to honor trailblazers, the GK25 to recognize emerging leaders, and the GK Founder's Choice to celebrate citizen activists.

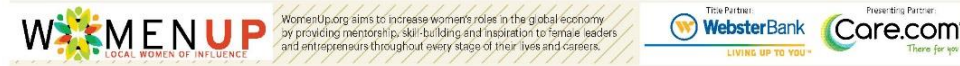
In doing so, Phillips ended up highlighting the roles of 185 people of color.

Now it's up to us to make sure they don't remain invisible.



Get Connected!
The premier networking event for urban professionals

 Colette Phillips
Communications, Inc.



COLETTE PHILLIPS

Stirring the pot

PHILLIPS REVELS IN HER ROLE AS BOSTON'S MOST UNCONVENTIONAL NETWORKER



► CLOSER LOOK

Title: President and CEO, Colette Phillips Communications, Inc.
Age: 59
Education: Bachelor's degree in communications, 1976; master's degree in marketing, Emerson College, 1979
Residence: Brookline

THE INFLUENCE FACTOR

Your big break was Nelson and Winnie Mandela coming to town (in 1990). It definitely got me noticed, but I didn't get paid for the Mandela event. I did it pro-bono. Sometimes, when an opportunity presents itself, you take it.

It was an inspiring moment. Yes. What happened with Mandela was that Boston came together in a way that it never had before. It was the beginning of the healing process.

In your career, did you have mentors along the way? Bob Spiller; Arnold Rosoff, the founder of Arnold Worldwide; former U.S. Gov. Evelyn Murphy; (retired United Way CEO) Marian Heard; (Bay State Banner publisher) Melvin Miller.

Who do you turn to for advice? Charlayne Murrell-Smith (of the Boston Children's Museum.) And Helen Rees, who just passed away (in February), who had her own literary agency.

THE 'WOMEN UP' EVENT WILL BE IN DECEMBER. Throughout 2015, as women continue to establish their place as business leaders, innovators and visionaries, we will profile incredibly talented female executives who are setting the standard for entrepreneurial success at their companies.



W. MARC BERNISAU

Who in the world would host an event focusing on inclusion entitled "White Men Who Can Jump?" Even better, who could get 12 white, male power brokers – including Boston Globe and Red Sox owner John Henry and Mayor Marty Walsh – in a Convention Center room together, laud them for breaking down racial and cultural barriers, then hold them accountable for continuing to create opportunities to all?

Colette Phillips, that's who. Those who know Phillips wouldn't be surprised by the success, or title, of last year's gathering. And if you don't know her, she'll readily introduce herself, and have you stick around to meet other movers and shakers. It could be one of the U.S. presidents or corporate board chairs in the photos lining the walls of her State Street conference room overlooking Boston's Custom's House.

"Bringing together people of all backgrounds, in the same room, for doing business with each other – that's what it's all about," she says, referring to Get Connected, a monthly professional and social multicultural networking event that's her latest venture.

"It's taking Boston, a city that is so siloed, and getting people of all backgrounds to

To hear more from this interview, go to: <http://www.bizjournals.com/boston/video/>

come together and network together across industries. Your network is your net worth." Phillips recently connected with Boston Business Journal correspondent Robin Washington and spoke about her time in Boston and mentors.

Your first job was as press secretary to a prime minister (of Antigua.) Isn't that the last job for a lot of people? I was the first woman in the English-speaking Caribbean to have that job. I also worked in television because in Antigua the TV station is government owned, so I had a weekly television show.

It sounds like you were having fun, getting paid and doing something meaningful. Why did you leave? I broke up with my fiancé. I thought it would be cathartic to go back to school. I went back to get my master's in communication.

So you came back to Emerson ... and I stayed. The experience I had with the whole busing thing inspired me. If you're going to complain, you should step up and say I don't like this and I'm going to change it.

My whole business has been about breaking down barriers.

Who was your first public relations client? The Royal Sonesta Hotel. I had gone to pitch them initially and they said they needed a PR person to come in and be on board. At the end of nine months, I said to them, "Look, I can give you the same great service as a consultant as I've given to you. I don't really need to be here five days a week."

If you weren't a publicist, what would you be? I'd be a therapist. I love helping people solve their issues. The work that I do to a great extent is about really helping people to solve their challenges around their brand, around engagement, around connecting with people.

Why is it "Get Connected" with a K? Because I first created Kaleidoscope (a multicultural resource guide.) The other thing was when I tried to register it with a "C" it was already taken. It was about networking for computers and what not. This will be my legacy in Boston, that I created an event getting people of all backgrounds ... to come together and network with each other, across cultural lines, sexes and industries.

October 13, 2015



TITLE SPONSOR

BNY MELLON



LIFETIME ACHIEVEMENT AWARD

Called a pioneer of inclusion and multicultural marketing in the Boston area, [Colette Phillips](#)' drive for creating a more diverse community began after she arrived Boston as an undergraduate, a time when she says the city was "at its darkest" in terms of being racially accepting.

"I felt you can accept things, or you can ask yourself what you can do to make a difference," she recalled. She chose the latter, which became the catalyst for a lifetime of working toward diversity.

She founded [Colette Phillips Communications Inc.](#), a marketing and communications firm with an emphasis on inclusion and multicultural marketing, and on recognizing the need to embrace the global marketplace. The company has been listed as one of the top 25 PR firms in Massachusetts by the [Boston Business Journal](#).

"Companies that recognize the need for embracing diversity in the workforce will gain a competitive advantage," Phillips says. "How can you expect to do business with other cultures, if you don't carry someone in your delegation that looks and sounds like the people you're hoping to do business with?"

In recognition of three decades of working toward advances in workplace diversity, the Boston Business Journal presents Phillips, owner of [Colette Phillips Communications Inc.](#), with the lifetime achievement award. This award is part of the Boston Business Journal's annual program that recognizes companies and individuals for their work in promoting inclusiveness and economic opportunity. Phillips credits her success, in part, to her own natural curiosity for learning, and her genuine interest in talking about their foods, history, family, and background.

"When people come to America, they don't check their cultural nuances (at the airport)," she said.

Her desire to meet and connect people led her to found Get Konnected!, a cross-cultural and interracial networking platform. Focused on connecting professionals, business executives and entrepreneurs, today the organization is one of the most diverse networking events in the city of Boston.

Phillips' successes include: being a founding member of the Black/Jewish Economic Roundtable, devoted to fostering better economic cooperation between the black and Jewish communities; creating Kaleidoscope, Boston's first comprehensive multicultural resource guide; acting as facilitator of a strategic alliance between the Greater Boston Chamber of Commerce and the Hispanic-American Chamber of Commerce; and writing and publishing "Twenty-One Steps for Women to Win," a guide for women who want to succeed as entrepreneurs and managers.

To others seeking to work toward diversity, Phillips stresses the importance of becoming "a student of perpetual learning. Be passionate about what you do, and develop a cultural curiosity," she said. She also points to a need to learn a second language. Phillips was honored to receive the Lifetime Achievement Award, and is enthusiastic about the advances she's seen since arriving in Boston.

"I applaud the [Boston Business Journal](#) for recognizing the people and companies that together, are making a stand," she said.



