

Out of Body Experience

Learn how to step into your customers' shoes

With the increasing emphasis on diversity, your ability to boost your bottom line relies on your skillfulness in understanding individuals who are different from you. This program will teach you to better relate to the unique experiences, needs and perceptions of your customers, clients and co-workers.

Through this interactive program, you will learn how to:

- Be clear about how your history colors reality
- Be mindful of your assumptions and emotions about others
- Listen with increased attentiveness
- Connect with strangers
- Recognize a person's essence
- Explore the similarities and commonalities of all human beings
- Step into your customer's reality

Rave Reviews

Very inspirational, energizing and useful.

- Workshop participant, IDSA

Wonderful combination of Judy's insights and passion.

- Janay Johnson, Designer

Excellent workshop! Your energy and motivation are contagious.

- Bill Sabram, Game Inventor

Judy Tso is one of the nation's leading Social Scientists offering an array of diversity consulting services that blends business, anthropology and creativity to help individuals be more enlightened, productive and successful.



One of few Asians in her hometown in Kentucky, Judy has spent a lifetime dedicated to understanding the challenges that a diverse world presents. She channels that knowledge into experiential, entertaining and practical approaches that facilitate organizational change.

Judy holds an Economics degree from the Wharton School of Business and a Masters in Applied Anthropology from University of Maryland. She is a member of the National Speakers Association, an Executive Board Member of the American Anthropology Association, was a 2002 Boston Artist Fellow and received a 2004 Empowerment Award.

Ms. Tso has appeared in the New York Times, the Mercury News, on television on Boston's Asian Focus and as a frequent guest on Voice of America. She has written for such publications as the *Design Management Journal*, *Practicing Anthropology* and *Women's Business Boston*.

Clients Include:

Brady Corporation
Industrial Designers Society of America (IDSA)
Institute of Global Chinese Affairs
New Hampshire Small Business Development
Pratt Institute of Design
Procter & Gamble
Product Development & Management Assn.
Rhode Island School of Design
Rohm and Haas
Timken
University of Maryland Women's Forum
USDA, NRCS



To schedule Judy Tso for your next event,
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