

JAMES FELTON KEITH

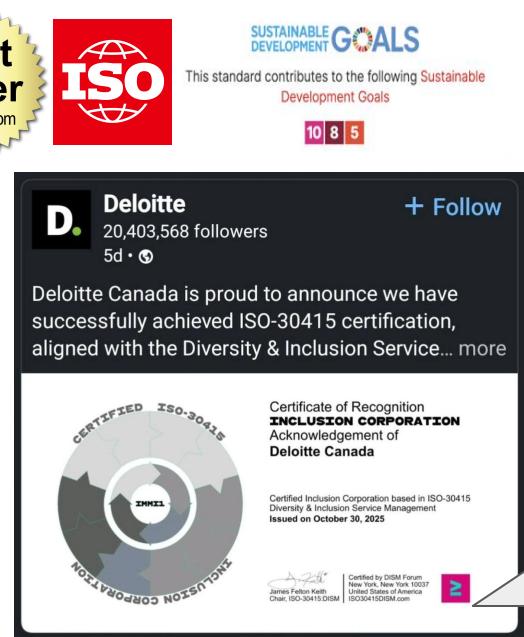
Topic: *The Future of Culture and Retention is Standardization: How The International ISO-30415 Standard Transforms Employment Liability*

James Felton Keith, is an award winning Engineer, Labor Economist, that created Inclusion Insurance in 2021 as a lecturer at the #1 Business School for Insurance, University of Georgia. He is currently Chairperson of the DEI Standard ISO-30415 certifying body. He has advise +500 companies across 4 continents, like Deloitte, PwC, Zurich, VW, and dozens of governments. JFK was the first Black LGBT Person to run for US Congress or any Federal Office in the United States.

Attendees will gain practical insight into:

- The evolution of “DEI” as Culture and Workforce Retention.
- Why ISO-30415 provides a repeatable, operational framework for resilient organizations
- How workforce culture directly impacts retention, risk exposure, and long-term cost
- The link between inclusion, employee stability, and institutional memory
- How investing early in people outperforms reactive hiring and constant churn
- Why the future of retention is systems-based, not personality-based

Keith's message is direct: organizations that fail to invest in workforce resilience will continue paying the hidden tax of turnover.



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