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TE**Deloitte &
Touche**

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Fax Transmission

To: **COLIN COLEMAN** Office: **CBM**

Fax Number: **397 2211**

Comments:

Our telecon regarding the Dr Price Cobbs presentation being organised refers. The presentation details are as follows:

Date: 19 August 1993
 Time: 17h30 - 18h30
 Place: Deloitte & Touche Auditorium, Building 3
 Afterwards: Cocktail party

Dr Cobbs, an African American, will talk on the subject of "Managing and Valuing Diversity in the South African Workplace". He is considered to be the world authority on the subject of diversity and he has developed a keen interest in South Africa and his most famous book, "Black Rage" explores the psychological implications of being black in the USA and blacks' reaction to this. The subject is quite topical in RSA at the moment given the high levels of violence and the impact that this has on the workforce and the workplace.

From: **MIKE VINCENT** Office: **TSG, MC, WOODLANDS**

Fax Number: **806 5444** Number of Pages (including this one): **4 (including this page)**

Date: **18 August 1993** To confirm receipt, or if you do not receive all pages, please call: **DI BANKS (806 5405)**

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**Deloitte Touche
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Global Leaders in
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We would be delighted to have the pleasure of your company on this occasion. Kindly confirm your availability with Di Banks on 806 5405. I have attached a CV and a map for your convenience.

Yours sincerely

Di Banks.

pp **MIKE VINCENT**

DR PRICE COBBS M.D.

Price M. Cobbs, M.D., the President of Pacific Management Systems (PMS), has for over 20 years been an internationally recognised management consultant. His clients consist of Fortune 500 companies, government and community agencies, and small businesses. Dr. Cobbs and the staff of Pacific Management Systems assist national organisations with leadership development, organisational effectiveness, multicultural communications and diversity management. Companies which he consults to include: AT & T, Proctor and Gamble, Digital Equipment Corporation, Exxon, McDonald's Corporation, Hewlett Packard, Hughes Aircraft Company, Apple Computer, Inc., Stanford University, NASA, & Indiana Bell. He recently visited South Africa to speak at the first National Conference on Managing Diversity.

His many years of work in the fields of psychiatry and organisational consulting led to the creation of Ethnotherapy. This new thinking is described as a "clinical model capable of changing attitudes and assumptions that arise from racial, ethnic and value differences." This model is the foundation for this co-production of the award winning educational film/video series Valuing Diversity.

Dr. Cobbs has written and lectured extensively on the underlying dynamics and effects of racism. Most recently he has conducted seminars at the United Nations Headquarters in New York, and presented lectures to the U.S. Department of State on "Ethnocentrism, Valuing Differences and U.S. Foreign Policy." He has also delivered presentations to the Black Caucus group in Washington D.C.

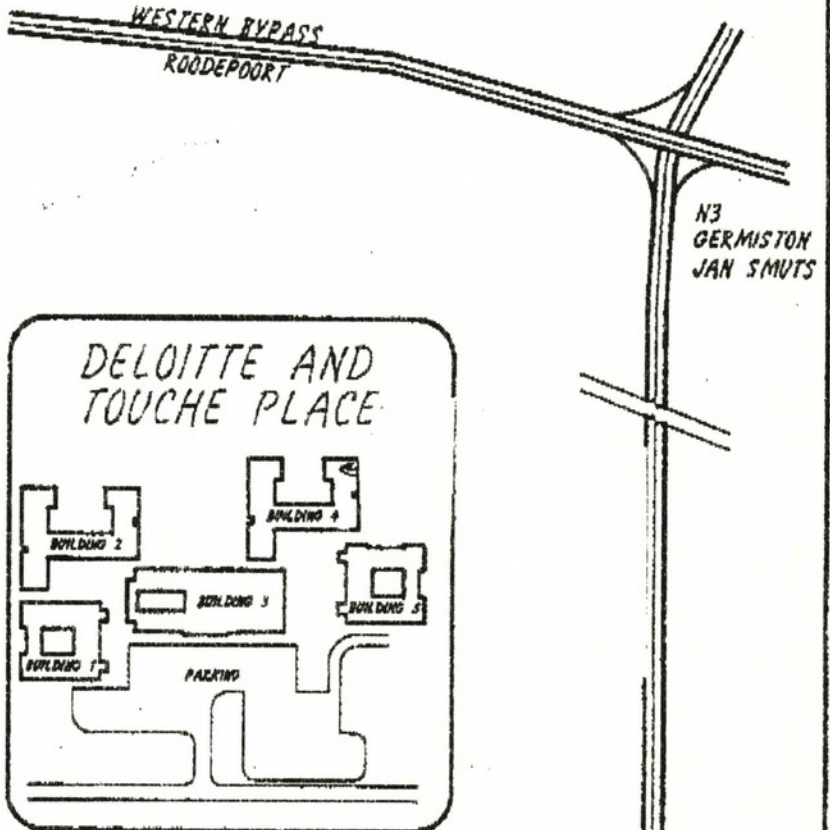
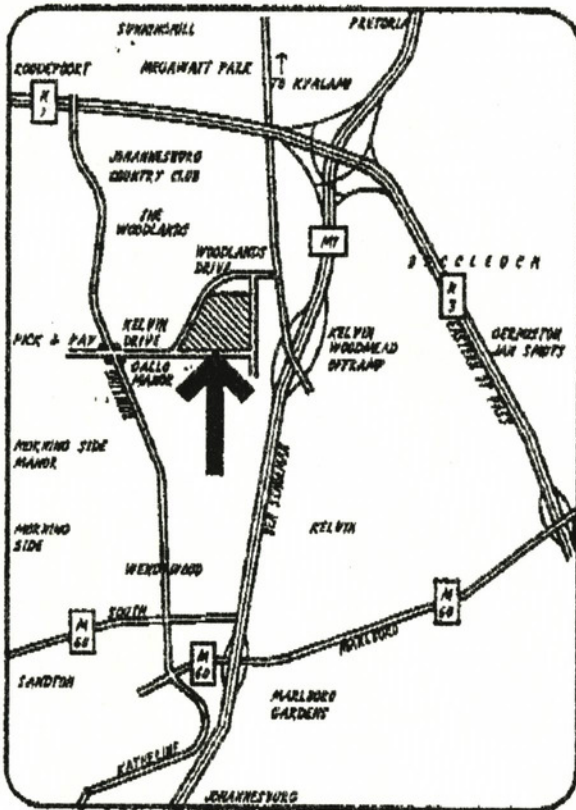
He is best known for his two books, *Black Rage* and *The Jesus Bag*, co-authored with William Grier. Both are considered classics in understanding the dynamics of African Americans. His most recent thinking on the subject can be found in "Critical Perspectives on the Psychology of Race" a chapter in the *State of Black America 1988*, published by the National Urban League. For the same organisation he contributed a chapter in the *State of Black America 1989* on "Valuing Diversity: The Myth and the Challenge." He contributes to "Professional Exchange: A Networking Forum", a nationwide series sponsored by Black Enterprise Magazine.

Dr Cobbs is listed in *Who's Who in America* and *Who's Who Among Black Americans*. He has been a speaker and guest lecturer at leading U.S. colleges and universities. His numerous newspaper, radio and television interviews include guest appearances on the Oprah Winfrey and Phil Donahue shows.

Dr. Cobbs received his B.A. from the University of California, Berkeley and his M.D. from Meharry Medical College. He is a fellow of the American Psychiatric Association and a member of the Institute of Medicine of the National Academy of Sciences, the National Medical Association and the NAACP.

Pacific Management Systems is a firm which specialises in helping organisations manage the racial, gender and cultural differences of their employees. Since 1967 PMS has studied the requirements of affirmative action and its effect on executives, management and the workforce of organisations. Dr. Cobbs is recognised as a black leader who has influenced new thinking and paradigms in the field of diversity management.

TO PRETORIA



LOCALITY MAP

SITE LAYOUT

