

Gender Non-Binary + Gender Inclusive Language Trainer & Speaker

# Shell Roth, M.Ed.

CHANGING PERCEPTIONS

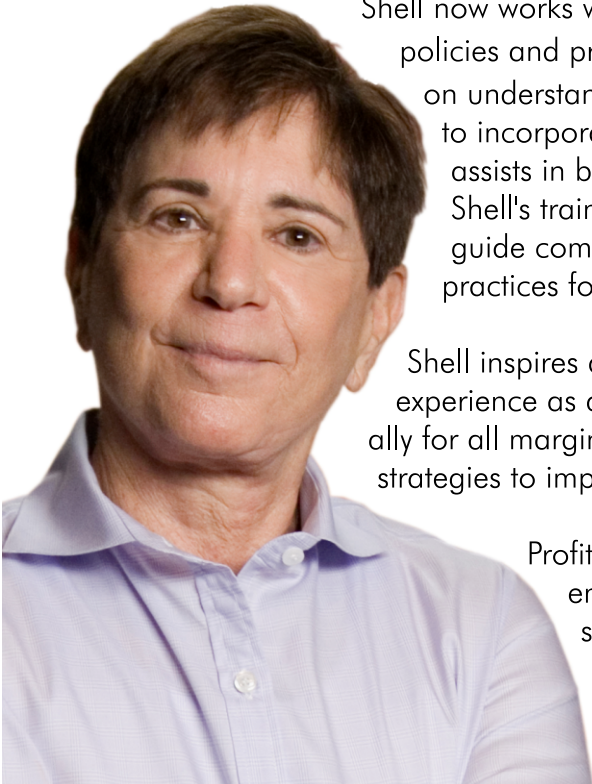
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Shell guides organizations in transforming their business practices to foster inclusivity and belonging for marginalized people. As a speaker, author and social media entrepreneur, Shell has earned the trust of hundreds of organizations to develop innovative solutions to workplace challenges and incorporate those solutions into action.

With two decades of training businesses on the power of social media marketing, Shell now works with companies on creating inclusive policies and practices. Offering educational programs on understanding gender nonbinary folks and how to incorporate gender neutral language, Shell assists in building welcoming environments. Shell's training and speaking engagements guide companies on implementing inclusive practices for both employees and customers.

Shell inspires audiences by sharing their lived experience as a gender nonbinary person and ally for all marginalized people, while offering strategies to improve bottom line results.

Profits from training and speaking engagements plus Shell's book sales are donated to a Houston based nonprofit supporting education and LGBTQ+ homeless youth.



**Shell R. Roth**  
President, Springboard  
Ventures, Inc.

**Published Author**  
"A Field Guide to Gender-  
Neutral Language"  
and "Don't Call Me Ma'am"

**Speaker/Trainer Topics:**  
Gender Inclusive Language  
The Gender Spectrum

**Partner Diversity Crew**



## A Few of Shell's Clients Include:

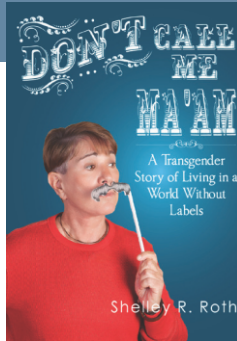
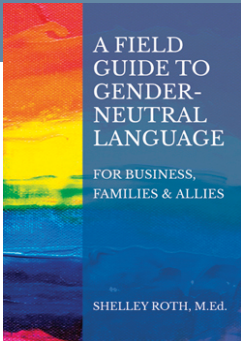
Merrill Lynch  
Houston Galveston Area Council  
International Coaching Federation  
Fort Bend Chamber of Commerce  
Asian Chamber of Commerce  
Port of Houston  
JSC Credit Union  
Blank Rome LLP

Burnett Staffing  
Houston Urban League  
SCORE Houston  
Houston Metro  
Park City Club  
Oracle  
West Chase District  
Skillsoft  
LegalZoom

Houston Procurement Breakfast  
Texas Transgender Non Discrimination Summit  
Clarity Center  
Texas Diversity Council  
Diversity Summit  
Gulf Coast Chapter of Credit Unions  
TechStreet Houston  
Doeren Mayhew CPAs  
*and many more*

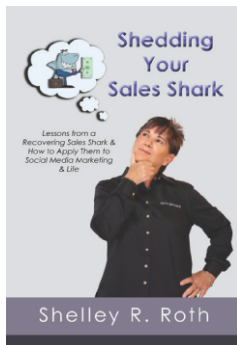
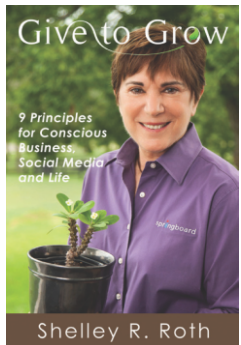
Books on Amazon:  
amazon.com/author/shelleyroth

# Speaking topics include:



## EVERYTHING YOU WANTED TO KNOW ABOUT GENDER NON-BINARY & TRANSGENDER INCLUSION...BUT WERE AFRAID TO ASK

Learn how organizations are harnessing the power of inclusion by embracing gender diversity and increasing employee understanding and acceptance.



## UNDERSTANDING & USING GENDER NEUTRAL LANGUAGE

Introducing the appropriate words and phrases to make all people feel included, accepted and valued as employees and customers.

## DON'T CALL ME MA'AM

Shelley's 4th book and story of coming out as a transgender person will give the audience personal insights into the reality of inclusion.



## GENDER NON-BINARY TRAINING

Shedding light on the gender diversity spectrum and the many ways to provide an inclusive, positive and respectful environment for all.

## What people say about Shell's presentations

"Sensitive communication with people from a wide variety of gender identities can sometimes seem hard. Shell makes it easy - and profitable."

**Kate Frank**  
Authority Redefined  
Ghostwriting

"Shell is one of the most knowledgeable people I know when it comes to sharing their expertise and one of the most generous when it comes to making a difference in the world."

**Rachel Parker**  
Resonance Content  
Marketing

"Shell Roth is a brilliant speaker who simplifies the use of gender inclusive language for business. I believe that Shell Roth is one of the foremost authorities on this topic as evidenced by their numerous, easy-to-comprehend book and their charismatic presentations."

**Eve Mayer**  
CEO Diversity Crew



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