



## How to create Belonging in a Culture of Diversity

*Release of the long-awaited book, “Parable of the Peacock” by Loveleen R. Brenna on a blueprint to transform business leaders and corporations to thrive on building trust and prosperity.*

“The winner is the one who wins the trust of his or her employees, not a diversity award.”

“The best business is a diverse business founded on belonging.  
The proof is profitability, sustainability, and a trustworthy workforce.”

Phoenix, Arizona, March 23, 2021 – st. john’s press is honored to present *The Parable of the Peacock*, a book that uses a parable to share the SEEMA Method, a proven approach to creating unity and a blueprint for bringing people together.

Business leaders today are recognizing the importance of inclusion but are not sure how to go about it. It is easy to get clouded by facts and figures and forget the wisdom of humankind.

“...I genuinely believe that we as business leaders, managers, colleagues, and friends have the collective responsibility to make an effort and the power to make a difference... And in 2018, Loveleen Rihel Brenna opened my eyes to the real importance of diversity and inclusion,” states Jan Grønbech, the founder and former CEO of Google Norway, who became Chairman of Board of SEEMA AS September 2020.

*The Parable of the Peacock* sets out to educate and inspire business leaders to embrace a culture of belonging, teaching them the hows and whys of utilizing the SEEMA method to make stronger leaders and corporations. The book can effectively encourage engagement from their employees as well as business leaders to be able to manage conflicts, communicate their organization's objectives and values, gauge the climate in which they operate, and help establish a culture of belonging.

Jan continues, “Loveleen teaches us in the *Parable of the Peacock* the necessity of not putting challenged groups up against each other and understanding that we cannot solve everyone’s challenges using the same recipe. We are all unique, and everyone deserves the same opportunities.”

In the book, leaders will learn to:

- Achieve organizational community
- Build best business practices with diversity
- Create a mindset of inclusivity

The focus of this book is to create a movement and become the movement all need to get behind.

“We change the leaders and the worlds’ biggest decision-making positions,  
and the world itself changes”

## REVIEWS:

About: st john’s press

st john’s press is a new, innovative and independent publisher of fiction and non-fiction. We support international and national authors, who create books to inspire, inform and influence the narrative of society. Our focus is on the Culture of Belonging, Memoirs of Impact, Cookbooks to Inspire Carpe Diem, Biographies, and the Power of One to Save Our Planet. st john’s press headquarters is in Miami, Florida.

About: Loveleen Rihel Brenna:

Loveleen is the founder and CEO of SEEMA AS, a world-leading consultancy on diversity management. Loveleen R. Brenna has cutting-edge expertise in diversity management. For several decades, she has given lectures on training in cultural intelligence and diversity competence, as well as leadership and organizational development. Loveleen chaired the committee that developed the national standard for diversity management systems and has written several books on the subject. In addition to several board positions, she has been awarded several prizes, including the Ole Vig prize 1997, Woman of the Year KK 2006, Norway’s toughest woman 2013, and Fritt Ord’s honorary prize 2016. Loveleen chaired the Parents’ Committee for Basic Education, the Women’s Panel for the Ministry of Children, Gender Equality and Inclusion, and the Brenna Committee for the Ministry of Education.

### **For further information:**

Contact:

Torund Bryhn, St. John’s Press

[torund@stjohnspress.com](mailto:torund@stjohnspress.com)

+ 1 786 559 7234

+47 46 86 9877