“OpenedEyes Beacon Bolsters Cultural Consciousness”
RULE Impact Article

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Packing an organizational wake-up name that promotes awareness, and delivers perception helps to ensure an intent audience. What we didn’t expect was to be enraptured. It came in steps, and over the multi-disciplined approach to diversity by sharing stories, engagement in group process by creative visuals jointly, and progress in developing trust.

The Opened Eyes staff took time to meet with RULE staff in advance of the presentation at the Pittsburgh Study Institute, both in Zoom, and in person. This degree of audience analysis truly made the presentation tailored to our group, who had already started the second year of their two year RULE Program commitment.

From “culturally conscious conversations,” micro aggressions, bias, and wellness, we launched with affirmations and ended with intentions.

RULE XIX Scholar Feedback

- They provided different ways to look at others without judging their background and appearance. Not only did he, Brandon, provide solutions toward unity, he provided several exercises to help us get a clear understanding of diversity, inclusion, and equity.
- The information provided was in depth and personal. The opportunity to change the way I think about DEI issues, trust and how we manage our relationships was interesting and valuable. I feel like I learned a lot from the presentation.
- Inspirational and informative. I thoroughly enjoyed learning about myself better, as well as being in a great space to be open to others.
- Moving my bias from unconscious to conscious is an important step.

RULE Scholars immersed in group work, include Robin Perry-Smith, Donna Scherer, Brian Detwiler (RULE Management Team), Greg Wharton & Sandra Trejos

These two worked in tandem with Brandon Wiley as primary captivating speaker and Ceasar Westbrook capturing images unobtrusively with magical prowess in editing.
Brandon Wiley, OpenedEyes CEO

“I can’t tell you how much I enjoyed my time with RULE XIX. It was fruitful, pleasant, and powerful. It means so much to me that you welcomed Ceasar and I. Our team at OpenedEyes is thankful for the relationships we developed during our time with you in Pittsburgh.”

Ceasar Westbrook—Videographer

OpenedEyes Video Link

OpenedEyes recently conducted a Culturally Conscious Conversation with the Pennsylvania Rural-Urban Leadership Program, an Extension program of Penn State University.

The video created to capture our impact was as enlightening as our entire experience, because we can see the process of our own filters, guided by Brandon Wiley and his flashlight, coming through.