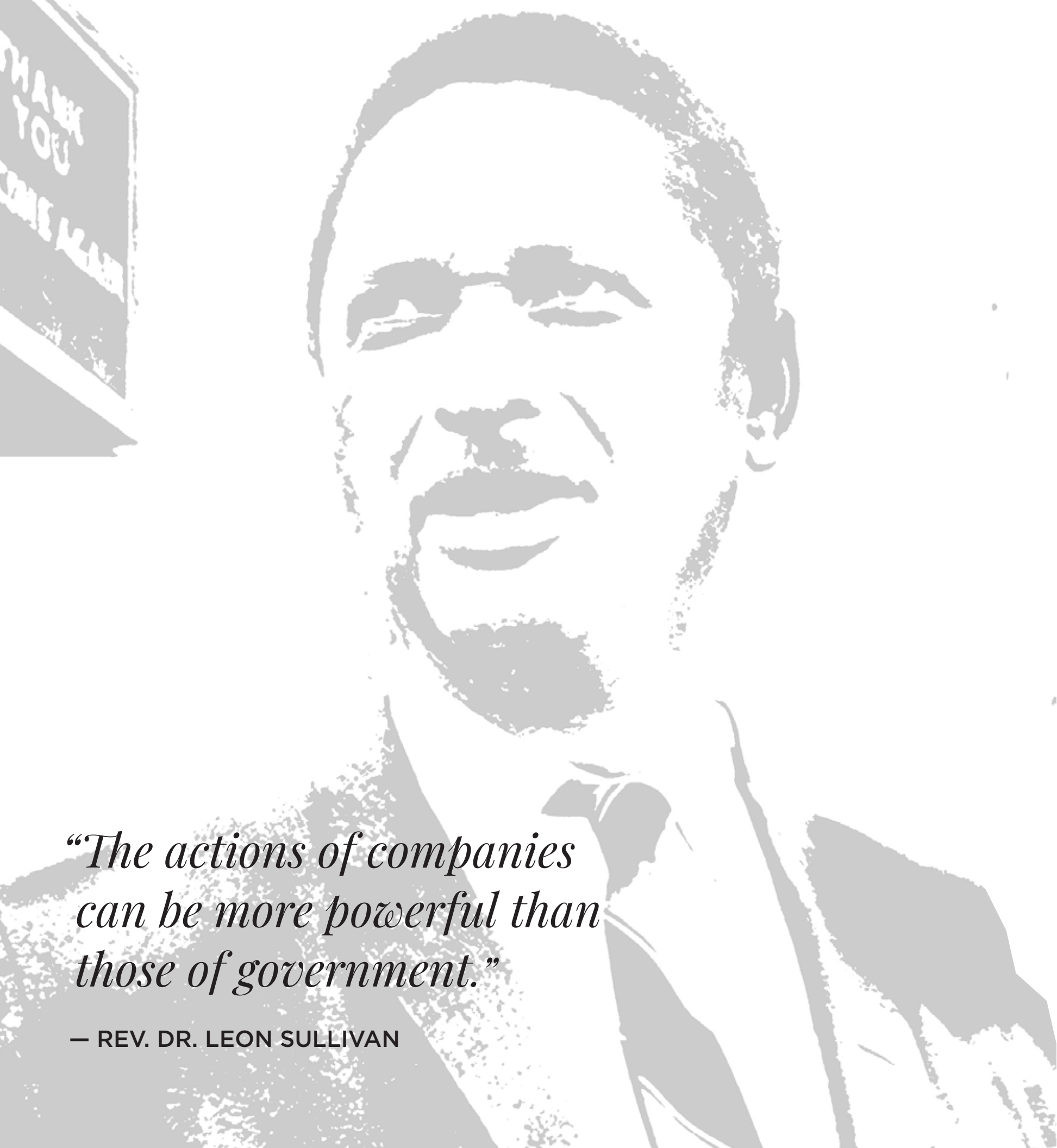




PRO RANK

Business Solutions

ProRank Business Solutions' Company Culture represents the shared values, beliefs, and behaviors that shape the way our organization interacts and works together. It is a critical aspect of a successful company, influencing everything from employee engagement to organizational performance.



*“The actions of companies
can be more powerful than
those of government.”*

— REV. DR. LEON SULLIVAN



LION OF ZION

Rev. Dr. Leon Sullivan stands as an iconic figure in history for his multifaceted contributions and transformative impact. As the architect of the Sullivan Principles, he pioneered corporate responsibility by advocating for human rights during apartheid, earning global recognition. Serving as the first African American on the board of General Motors, Dr. Sullivan broke racial barriers in corporate America, paving the way for increased diversity. His establishment of the Opportunities Industrialization Centers (OIC) underscored his commitment to economic empowerment through job training and education. Dr. Leon Sullivan remains an enduring icon and his unwavering dedication to justice aligns seamlessly with ProRank Business Solutions values, fostering an environment that embraces equality, ethical business practices, economic empowerment and spiritual leadership in the pursuit of positive social change. Having offices in the Dr. Leon H Sullivan Human Services Center is more than a physical space for us; it is a symbolic affirmation of our commitment to carrying forward his vision of justice, courage, and ensuring a lasting impact for generations to come.

“We shall overcome because the arc of the moral universe is long, but it bends toward justice.”

— REV. DR. MARTIN LUTHER KING, JR.



CONDUCT BUSINESS WITH HIGH MORALS

Rev. Dr. Martin Luther King Jr. serves as an enduring symbol of inspiration due to his relentless pursuit of civil rights and equality. Born into a segregated America, King emerged as a charismatic leader who advocated for justice through nonviolent means. His powerful and historic “I Have a Dream” speech resonated globally and fueled the Civil Rights Movement. King is inspiring not only in his articulate expression but also in his unwavering commitment to the principles of equality and justice. Despite facing threats and violence, he remained steadfast, promoting love and unity as potent tools for social change. King’s legacy continues to inspire individuals worldwide, serving as a beacon for those dedicated to dismantling systemic injustices and fostering a society where all can live free from discrimination.

*“I have heard their groans and sighs,
and seen their tears, and I would
give every drop of blood in my veins
to free them.”*

— HARRIET TUBMAN



SUPPORT AFRICAN AMERICANS

Harriet Tubman’s historical life is a testament to her extraordinary bravery and resilience in the face of adversity. Born into slavery around 1822 in Maryland, she endured the harsh realities of bondage before escaping to freedom in 1849. Tubman’s escape marked the beginning of her incredible journey as a conductor on the Underground Railroad, a clandestine network of safe houses and secret routes assisting enslaved individuals in reaching free states. Remarkably, she made approximately 13 missions back into slave territory, guiding over 70 people to freedom, earning her the nickname “Moses”. During the Civil War, Tubman served as a nurse, cook, and spy for the Union Army, contributing significantly to the cause of emancipation. Her post-war life was dedicated to advocating for women’s suffrage and the welfare of the elderly. Harriet Tubman’s historical significance lies not only in her personal escape from slavery but in her selfless commitment to leading others to freedom and her enduring impact on the fight for civil rights.

*“You must never be fearful about
what you are doing when it is right.”*

— ROSA PARKS



SOW FIRST REAP SECOND

Rosa Parks, an iconic figure in the civil rights movement, gained worldwide recognition for her pivotal role in the fight against racial segregation. Parks became a catalyst for change when she refused to give up her seat to a white man on a bus in Montgomery, Alabama, on December 1, 1955. This act of civil disobedience led to her arrest and ignited the Montgomery Bus Boycott, a year-long protest that played a crucial role in challenging segregation laws. Parks' quiet yet powerful defiance symbolized the courage and determination of countless African Americans fighting for their rights. Her actions not only inspired the civil rights movement but also propelled her into becoming a prominent figure, earning her the title “Mother of the Civil Rights Movement.” Throughout her life, Parks remained an advocate for social justice, receiving numerous accolades and honors for her indelible contribution to the pursuit of equality and racial justice.

“I love to think of nature as an unlimited broadcasting station, through which God speaks to us every hour, if we will only tune in.”

— GEORGE WASHINGTON CARVER



IMITATE NATURE

George Washington Carver, born into slavery in Diamond Grove, Missouri, around 1864, emerged as a groundbreaking agricultural scientist and educator. Despite facing formidable racial challenges, Carver achieved the distinction of becoming the first African American to attain a Bachelor of Science degree from Iowa State College in 1894. His pioneering agricultural research, specifically with peanuts and sweet potatoes, brought about a revolution in Southern agriculture by advocating for crop diversification. Carver's inventive techniques proved instrumental in assisting struggling farmers to improve soil fertility and crop yields, contributing to economic sustainability in the region. His commitment to education led him to a teaching position at the Tuskegee Institute, where he became a prominent advocate for vocational training among African Americans. Carver's lasting legacy surpasses his scientific contributions, symbolizing resilience, intelligence, and the transformative influence of education in overcoming challenges.

“I think science and technology are the most powerful things in society. They are something that is molded with humanity. Humanity molds technology and science.”

— MAE JEMISON



UTILIZE TECHNOLOGY

Mae Jemison, born on October 17, 1956, in Decatur, Alabama, is a pioneering figure in both science and space exploration. In 1987, she answered NASA’s call for astronaut candidates, and in 1988, she was selected as one of 15 candidates out of over 2,000 applicants. On September 12, 1992, aboard the Space Shuttle Endeavour on mission STS-47, Mae Jemison made history by becoming the first African American woman to travel to space. Beyond her accomplishments as an astronaut, Jemison is a dedicated advocate for science education and diversity in STEM fields. She founded the Jemison Group, a technology consulting firm, and the Dorothy Jemison Foundation for Excellence, which aims to encourage and support minority students pursuing careers in science and technology. Jemison’s trailblazing journey and commitment to education have made her an inspirational figure, breaking barriers and inspiring future generations to reach for the stars in both literal and metaphorical senses.

“Service is the rent we pay for the privilege of living on this earth.”

— SHIRLEY CHISHOLM



PROVIDE COMMUNITY SERVICE

Shirley Chisholm holds immense historical significance as a trailblazer in American politics. Born on November 30, 1924, in Brooklyn, New York, she became the first African American woman elected to the United States Congress in 1968, representing New York’s 12th congressional district. In 1972, Chisholm made history again by becoming the first African American woman from a major party to seek the nomination for the presidency. Her historic candidacy shattered both gender and racial barriers, challenging established norms and serving as an inspiration for future generations of women and minorities to pursue political leadership roles. Throughout her political career, Chisholm remained a vocal advocate for civil rights, women’s rights, and social justice. Her unwavering dedication to fostering inclusivity and equality left an indelible imprint on American politics, establishing her as a trailblazer who paved the way for increased diversity and representation in positions of power.

“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”

— MALCOLM X



LEAD BY EXAMPLE

Malcolm X is an enduring icon in history, renowned for his influential role in the American civil rights movement. His emphasis on Black self-determination and empowerment challenged prevailing narratives of racial inferiority, sparking a cultural renaissance within the Black community. Malcolm X’s advocacy for self-defense against racial violence and police brutality resonated with those seeking a more assertive response to systemic oppression. The evolution of his perspective, from a fiery Nation of Islam advocate to a broader, inclusive stance, expanded the discourse on civil rights. Malcolm X’s uncompromising standpoint, intellectual rigor, and commitment to justice left an indelible legacy, influencing discussions on race, equality, and social justice. His enduring impact extends beyond his lifetime, inspiring subsequent generations of activists and contributing significantly to the broader trajectory of the civil rights movement. Today, Malcolm X remains an icon whose legacy symbolizes resilience, intellectual acumen, and the pursuit of justice in the face of adversity.

Changing
CULTURE
in a
DiVERS\$
Society™



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