



# Diversity Council Training

Equipping your diversity leaders with the knowledge and skills to move your organization forward.

## **Building Great Diversity Ambassador and ERG Programs**

Diversity councils, Employee Resource Groups (ERGs), DEI sponsors, advocates, and allies are core to successfully implementing a best-in-class DEI program.

These groups are often given the task of driving the activities and strategies of the organization around creating a respectful, inclusive place to work. Yet, they usually do not have the tools to accomplish this task effectively.

These allies and advocates are critical to successfully integrating a diversity management strategy into daily organizational practices. We assist the organization in establishing and implementing a best-in-class diversity strategy, which requires focused training specifically for diversity councils. These councils can then provide a strategic advantage to an organization looking to

deploy a corporate culture assessment, Employee Resource Groups, or leverage new product or market strategies.

## **Best-in-Class Training for your Diversity Leaders**

Initial training explores the business case and best practices for DEI. For example, training for an ERG would include council structure, modifying or establishing a charter, and understanding the quantitative and qualitative data that applies to effectively 'managing' diversity and inclusion as a business strategy.

After receiving their initial training, council members, ERG leaders, and others need skills such as influencing decision-makers, developing persuasive skills, and tips on how to have tough conversations. The training content can be customized to fit the needs of your organization.

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# We Build Lasting Diversity Ambassador and ERG Teams

## Sample Course Content

### MODULE I.

#### DIVERSITY COUNCIL FUNDAMENTALS

Diversity councils are critical to the successful integration of a diversity management strategy into daily organizational practices.

### MODULE II.

#### CORPORATE CULTURE ASSESSMENTS

Assessments provide data about the organizational culture from which to begin to structure activities and areas of focus for the council.

### MODULE III.

#### CREATING A STRATEGIC PLAN FOR THE COUNCIL

This course deals with developing a plan of action and/or strategy to begin to address the issues uncovered.

### MODULE IV.

#### COMMUNICATING THE DIVERSITY STRATEGY

In most organizations, there are many existing perceptions and misperceptions about what the company's diversity and inclusion strategy is.

### MODULE V.

#### PREVENTING DIVERSITY BACKLASH

When utilizing best practices to introduce diversity and inclusion processes, there will ALWAYS be backlash.

### MODULE VI.

#### EMPLOYEE RESOURCE GROUPS (ERGS)

The best-practiced approach to creating ownership and buy-in for diversity and inclusion programs is through the use of diversity councils and Employee Resource Groups.

### MODULE VII.

#### DIVERSITY AND CHANGE MANAGEMENT

The demographics of the workforce are changing in all parts of the world. Workers are getting older, and more women, immigrants, and ethnic minorities are entering the workplace in increasing numbers.

### MODULE VIII.

#### BUSINESS INTEGRATION MODEL

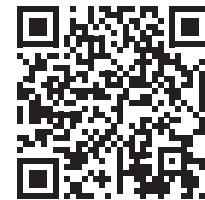
Building an organizational culture that embeds the principles of inclusion, respect, and equity takes a focused effort.

### MODULE IX.

#### DIVERSITY ROI MODEL

This course links the efforts of creating a respectful, inclusive organizational culture to the top line (revenue growth), the bottom line (cost reductions), and the pipeline (recruiting, retention, and talent management).

Need help developing a Diversity Ambassador Program or advancing your ERGs? **Let's talk.**



Blue Beyond is a management consulting firm that specializes in the people side of business – culture, talent, organizational effectiveness, change management, communications, and diversity, equity, and inclusion. We serve clients throughout North America and globally, including Fortune 500 companies, non-profits, universities, and small- and mid-sized firms. Founded in 2006, Blue Beyond is headquartered in the San Francisco Bay Area with additional team members across the U.S.

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