



# DEIB Consulting

Diversity, Equity, Inclusion, and Belonging (DEIB) are not boxes to check or optional line items in your budget – they are both a moral and a business imperative.

We help organizations develop best-in-class approaches to creating environments where both the business and the people thrive. We enable companies to maximize their efforts by engaging and capitalizing on the unique attributes of their workforce, workplace, and marketplace.

## DEIB Service Areas

1. Diversity Culture Assessments
2. Unconscious Bias Training
3. Diversity Council Training
4. Employee Value Propositions
5. Executive ROI Sessions
6. Diversity Communications

Whether you are just beginning your journey or are well on your way, we can help. We offer:

- DEIB and Culture Surveys
- End-to-End DEIB Assessments

**Our Organizational Inclusion Index™** is a proprietary survey tool that provides data on human capital issues impacting performance, engagement, productivity, and retention.

**Our Respectful Culture Assessment™** starts by reviewing your organizational strategy and learning what that looks and feels like at a regional or local level. Our goal? To help you assess, refine, and define your DEIB strategy to build a respectful culture and attract and retain top talent.

## 1 Diversity Culture Assessments

We will determine where you are when it comes to DEIB across your global footprint by leveraging existing information, identifying your desired future state, and ensuring leadership alignment around your DEIB roadmap.

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## 2 Unconscious Bias Training

This foundational course provides participants with a better understanding of the business case for diversity, equity, inclusion, and belonging and is focused on creating a respectful workplace.

Customized to fit where your organization is on the DEIB journey and continuum, the core course content includes:

- Setting the Stage
- Defining Bias / Blind Spots
- Neuroscience of Bias
- Implicit Aptitude Testing
- Culturally Competent Managers
- Mindset
- Mitigating Bias

## 3 Diversity Council Training

Councils are often asked to be the ‘unpaid’ staff for workplace DEIB activities. They are given the task of driving the methods and strategies of the organization around creating a respectful, inclusive place to work. However, these groups are normally not given access to the tools needed to effectively accomplish this task. This training provides them with the following skills:

- Council Fundamentals
- Corporate Culture Assessments
- Creating a Strategic Plan
- Communicating the Diversity Strategy
- Preventing Diversity Backlash
- Employee Resource Groups
- Change Management & Diversity Management
- Business Integration Model
- Diversity ROI Model

Note: This content can be customized based on client needs.

## 4 Employee Value Propositions

An Employee Value Proposition (EVP) is your promise to employees. It exemplifies who you are and who you aspire to be when you’re at your best – to employees and the people you want to attract. It’s a critical first step to carving out an employer brand that is authentic, compelling, and memorable.

## 5 Executive ROI Session

There is a fiscal impact when people feel appreciated and respected in the workplace.

This best-practices discussion focuses on the value and impact of inclusive skills and behaviors as well as ways to mitigate derailing behaviors. This conversation frames the work for the next wave of organizational inclusion solutions.

## 6 Diversity Communications

We develop and implement strategies aimed at creating “head, heart, and hands” messaging for all employees, promoting a strong sense of equity, inclusion, and belonging.





## Building Respectful Workplaces

Creating an organizational culture where people are treated with dignity and respect should be a minimum of what people can expect when they come to work every day.

Developing an accountable culture of respect can be accomplished with focused efforts, customized programs, and targeted policies that clearly define behavioral expectations.

### Our Philosophy: Workplace Respect

- A respectful workplace is one where each human is treated fairly, regardless of work experience, time with the company, gender, cultural background, or any other distinguishing factor.
- A respectful workplace is one where integrity, fairness, collaboration, professionalism, and trust are the norm.
- In this environment, all employees know that they are valued for their achievements, abilities, and qualities.

## Impact of Workplace Disrespect – Signs There Could Be a Problem:

- Increased HR claims
- Complaints about bad bosses
- Coworkers not getting along
- Increased union grievances
- The number of lawsuits increase
- Higher number of employees quitting
- Higher than usual absenteeism
- Increased number of sick days
- Higher number of workman's comp. cases

Creating environments where people feel valued and respected is core to any organization's aspirational goals. With workplaces being filled by people with different cultural experiences and backgrounds, it's important that all employees feel seen, heard, and psychologically safe.

**Best-in-class organizations** create a strategic approach that leverages their people, policies, and processes to be more inclusive. The three main areas of focus include, but are not limited to, the following:

### WORKFORCE

- Inclusive sourcing strategies
- Retaining diverse talent
- Equitable coaching and mentoring

### WORKPLACE

- Equitable workplaces
- Respectful workplace policies
- Eliminating derailing behaviors

### MARKETPLACE

- Diverse market growth
- ERGs as profit centers
- Meeting expectations of institutional investors

## Why Choose Blue Beyond?

- We bring extensive knowledge and expertise – but, we also get particular joy from **getting stuff done** and making a sustainable difference.
- Our approach is one of **deep listening** with a commitment to meaningful stakeholder engagement and alignment.
- We seek to understand the many **diverse perspectives and experiences** across your organization and create psychologically safe environments where everyone can engage and share candidly.
- We work to define and articulate a company's values and associated behaviors with a DEIB lens, ensuring that your values will support a culture of true inclusion and belonging.
- Agility is core to our approach – we **learn and adjust** with you to ensure we achieve meaningful, lasting outcomes.
- Because compelling and effective communication is so core to everything we do, our **in-house visual communications team** is integral to our strategic consulting and deliverable development work.
- We **invest our time and operate as true partners** – and always align on a clear, “not-to-exceed” budget that we manage to, surfacing trade-offs as we go.



Interested in learning how Blue Beyond can help with DEIB at your organization? **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.

Learn more at [bluebeyondconsulting.com](https://bluebeyondconsulting.com) or call 510-733-5417



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