



# The Diversity Leader's Intensive

Proven Strategy. Expert Instructors. Immediate Application.



## The Investment

DEI is now on the C-Suite agenda within organizations across industries and business stages. However, most firms are struggling to move from the “why we should” conversation to the hands-on implementation of meaningful DEI work. The Diversity Leader's Intensive creates low cost, high impact value for DEI leaders by sharing the tools and techniques required to build an effective and enduring DEI program.

### About This Intensive

- This program was developed through 3 years of ongoing research, as well as real-life experiences with The Diversity Movement (TDM)'s 100+ clients, which stretch from startups and emerging businesses to Fortune 500 organizations across countless industries.
- This Intensive was developed and is instructed by TDM's Certified Diversity Executives, entrepreneurs, proven business leaders, and award-winning consultants.
- It includes 20+ hours of instructor-led lessons, each taught by one of TDM's certified DEI experts with specific subject-matter expertise.
- Also included are: personal evaluation of each candidate's final exam and project, plus exclusive access to our private networking community, designed to provide a cohort of fellow leaders and learners.
- Upon completion, you become a part of the TDM family. We're always here to provide necessary guidance and support throughout your professional DEI journey.

### What You'll Gain

- **Knowledge of DEI concepts and the know-how for immediate application.** We don't just teach the “what” and “why” of organization-wide DEI. We also show you how – how to implement effective changes, how to kickstart and maintain momentum, and how to reap the full business benefits of DEI as a growth strategy.
- **Specific guidance on how to set aggressive but reasonable goals and timelines, and how to track success.**

### What Your Organization Will Gain

- **A better brand reputation and stronger bottom line.** Why? Because study after study shows that sustainable DEI programs create a more productive, efficient, and satisfied workforce leading to greater innovation, better problem solving, reduced risk, and more sustainable profitability over time.
- **Lower rates of turnover for both your DEI leaders and the employees they support.** DEI leaders crave professional training and development. Give them the tools they need, and they're less likely to leave.

### What You Risk By Not Committing

- The legal costs of a lawsuit claiming discrimination, pay inequity, or bias.
- Your brand reputation, and your ability to meet shifting social expectations.
- Your team's capacity for optimal performance, high productivity, and collaboration.
- Your ability to find, hire, and retain top talent.
- Customer service and market share.

We hope this messaging helps you see the value of The Diversity Leader's Intensive. For additional help understanding your organization's business case for the program, please contact Kaela Sosa, TDM's Curriculum and Programming Manager, at [kaela@thediversitymovement.com](mailto:kaela@thediversitymovement.com).