



# **Professional Certification**

AND INCLUSIVE LEADERSHIP PROGRAM

The Society for Diversity's  
Solution to Culture  
Change and a Higher ROI

**The Standard of Excellence in  
Diversity, Equity & Inclusion**

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# Diversity Education

A SYSTEM FOR BETTER RESULTS

*Fourteen (14) years ago, the Society for Diversity engineered a proven, high-end specialty process. Today, the Society for Diversity's advanced certification system provides employers with concrete skills, as well as subject matter expertise on global business issues relevant to culture, demographics, and the future of work.*

*Our up-to-date educational programs set the standard for Diversity, Equity and Inclusion (DEI) effectiveness. Both the CDP® and CDE® credentials are industry-recognized certifications that indicate elite DEI leadership.*

## What Is the Institute for Diversity Certification (IDC)®?

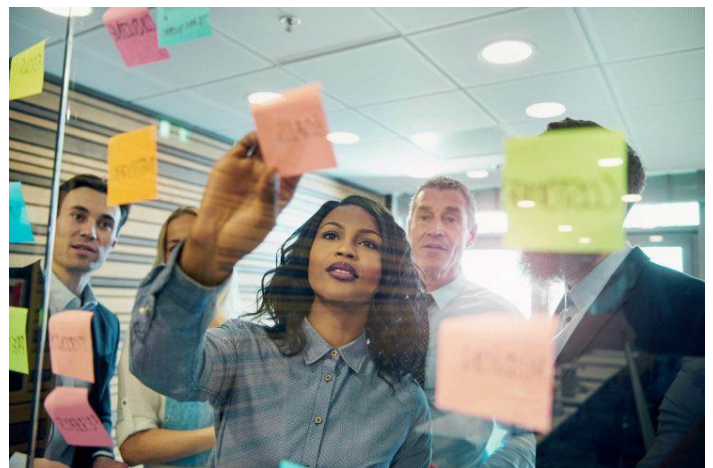
Founded in 2009, the Society for Diversity first began conferring Diversity, Equity and Inclusion (DEI) credentials through IDC in 2011. IDC was formed for the sole purpose of providing diversity and inclusion management preparation courses and materials; administering diversity certification exams; and designating diversity and inclusion credentials to Certified Diversity Professionals (CDP)® and Certified Diversity Executives (CDE)®. Both credentials signal enterprise-wide excellence.

The Institute for Diversity Certification is #1. IDC enrolls more candidates than any other diversity, equity, and inclusion certificate program in the world. In 2017, the U.S. Patent and Trademark Office approved IDC's intellectual property filings for the Certified Diversity Professional (CDP)® and Certified Diversity Executive (CDE)® credentials and materials. Hence, we own the trademarks and all of the copyrights. Finally, we are the only internationally recognized certification provider with 600 testing centers, year-round exams, and thousands of candidates/designees in 50 U.S. states and 31+ other nations: such as France, Japan, Germany, Canada, Brazil, Argentina, and India, to name a few.

## The Difference Between A Certificate and Certification

In a certificate program, individuals affirm that they have acquired a certain level of knowledge, usually by taking a class. It remains a certificate, unless there is accreditation in the works for the program.

Certification is an ongoing commitment to DEI excellence, leadership, accountability, and feedback through the professional work submission, as well as by continuing education. The certification process is not a one-time occurrence but an ongoing commitment to industry leadership and best practices.



# The Advantages of Certification

Our system is a progressive playbook for success. More than 2/3 of participants reported that DEI support increased after completing the program. Other benefits include:

- **Access to a Learning Management System (LMS)**  
CourseNetworking (The CN) hosts the online study guide, Candidate Project samples, recent industry articles and videos, practice test questions, slide presentations, and more. You can also create a DEI ePortfolio; engage in social learning; track your progress; as well as share news, success stories and events.
- **Up-to-Date Curriculum**  
IDC's 350-page study guides are a comprehensive resource for leading a forward-thinking DEI effort or building an effective DEI initiative from scratch. We update our study guides every 2-3 years and the 2023 guide is our best curriculum yet. This means that the study guide includes definitions of the most recent industry terminology, case studies, research data, scenarios, best practices and more. Once individuals enroll in our program, they are free to use our materials for presentations, reports, or other business needs. Further, once your employees complete IDC's program, they will have online access to all future curriculum updates or new competencies at no additional charge. In fact, individuals who complete the program report using the study guide as a "How-to" guide on the job.
- **A Work-Product Submission that is Relevant to Organizational Goals**  
IDC requires all candidates to submit a usable, professional work that is peer-reviewed. Group Candidate Projects are acceptable.

- **Professional Growth Through Recertification Activities**



IDC is an approved provider for SHRM and HRCI recertification credits. Your employees can become lifelong learners and develop the skills that are needed to quickly respond to uncertain and changing markets. Individuals who complete IDC's program must acquire 60 continuing education credits over a three (3) year period and pay a \$50 recertification fee.

- **Customization Options**  
IDC has a wealth of DEI information. Although IDC's curriculum is comprehensive, your company can supplement our comprehensive curriculum for a small fee and still enable employees to receive the same recognizable credentials.
- **A Huge Global Network**  
IDC has candidates and designees in the corporate, government, nonprofit, and educational sectors. Connect with individuals in your cohort to develop a comprehensive campus recruiting strategy, benchmark your work against competitors, stimulate local economic development, and more.

## Who Has Credentials?

Now that you know what CDP® and CDE® credentials are, you can look for them on social media sites such as LinkedIn. Instead of asking who has credentials, it may be better to ask: *Who doesn't have credentials?*

Professional credentials are the future of DEI work, and any organization that does not have certified staff is already behind. Some of IDC's distinguished candidates and designees are currently employed at:



**TABLE 1. PARTIAL LIST OF EMPLOYERS WITH CDP & CDE CANDIDATES/DESIGNEES**

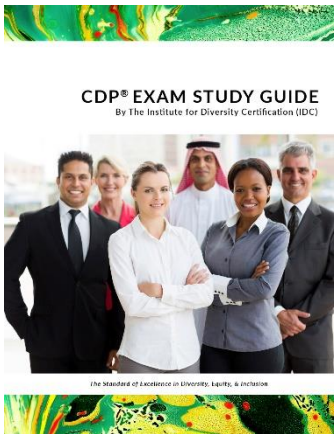
• Amazon	• U.S. Department of Defense	• Human Rights Campaign
• Pfizer	• U.S. EEOC	• American Heart Association
• Toyota	• U.S. Postal Service	• Teach for America
• Rolls Royce	• U.S. Air Force	• The Humane Society
• Mercedes Benz	• U.S. Air Force Academy	• Goodwill Industries
• Wells Fargo	• U.S. Navy	• United Way
• Citigroup	• U.S. Army	• Girl Scouts
• Verizon	• U.S. Army Corps of Engineers	• YMCA
• BASF Corp.	• NASA	• The PGA
• SAP America	• Federal Reserve Bank	• U.S. Tennis Association
• Blue Cross Blue Shield	• DCMA	• University of Texas
• Kaiser Permanente	• GSA	• Cornell University
• Humana	• State of Washington	• MIT
• Kroger	• State of Virginia	• Georgia Tech
• Gordon Food Service	• State of Texas	• Emory University
• Albertson's	• State of Pennsylvania	• Harvard University
• Nationwide Insurance	• State of Oregon	• Stanford University
• American Family Insurance	• State of Missouri	• University of California
• Publicis Groupe	• City of Roanoke, VA	• Columbia University
• Apple	• City of Brookline, MA	• University of Maryland
• Google	• Morgan, Lewis & Bockius LLP	• Duke University
• Zendesk	• Seyfarth Shaw LLP	• University of Alabama

A *candidate* is an individual who is pursuing certification, while a *designee* has already completed the program and successfully achieved a CDP or CDE credential. The State government of Washington has the largest cohort, with 350+ candidates and designees in virtually every department. Employees report that the best thing they like about IDC's Diversity, Equity, and Inclusion program is that it provides real, usable examples of how to obtain business impact through DEI interventions.

# Preparing for the CDP and CDE Exams

You have the option of determining how to study for the exam. There are three (3) ways to prepare:

- **Self-Study:** Organize a cohort of employees who can study, develop a group Candidate Project, and test together. This flexible, self-paced option allows you to create your own system for preparing yourself, supervisors, or senior executives for the rigors of inclusive leadership.
- **3-Day Intensive Virtual Academy:** Attend a 3-day virtual prep course on Zoom from 9:30 to 17:00 (EST) daily. This forward-thinking and exciting program features two (2) expert facilitators and an accelerated class format. It allows for coaching, group synthesis and sharing, as well as in-depth learning.
- **8-Week Online Class:** The online program is available from anywhere, and flexible enough to accommodate changing schedules. The 8-week course covers the same curriculum as the 3-day program—without the condensed schedule. Sessions are held on Tuesday’s and Thursday’s, and all candidates automatically receive a recorded session. There are guest speakers, as well as an expert facilitator.



## A. What is the CDP Program?

The Certified Diversity Professional (CDP)® credential is a specialized qualification designation that centers on the day-to-day aspects of workplace diversity, equity and inclusion efforts. It is a professional qualification process that is designed to enhance cultural competency and help an organization enrich its approach to equity and inclusion.

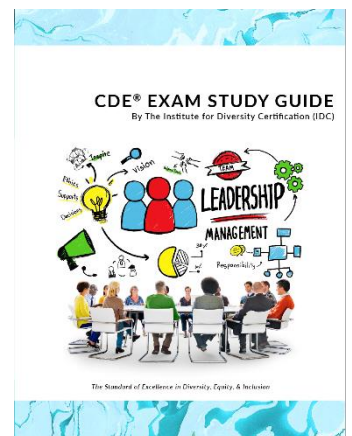
The level of learning is introductory to intermediate, and the CDP program provides a solid foundation for new and developing DEI work. The CDP

credential is a part of a larger certification process that consists of a study guide, a standardized exam, and candidate project.

## B. What is the CDE Program?

Regardless of one's title, the Certified Diversity Executive (CDE)® qualification credential is designed to strategically position an organization to remove systemic barriers to equity, align enterprise-wide strategies for inclusion, and transform the organizational culture. The level of learning is advanced.

The credential challenges executives to align DEI with organizational goals, as well as progress beyond diverse representation towards thought leadership. It was created for leaders who manage or oversee large scale and complex DEI efforts. Like the CDP, the CDE program includes a study guide, exam and candidate project.





## The Examination Process

The entire Diversity and Inclusion Certification process will consist of:



The exam has 120 questions and can be administered onsite or online. If the assessment is customized, 120 will be the minimum number of questions. Candidates have the option of going to a testing center or taking the exam at home/work using a personal/company electronic device such as a PC or laptop. Test takers will be allotted with 2.5 hours to complete the exam, although the average test time is 60-90 minutes. Each candidate must pass the exam with a clear 80.0%, as IDC does not round.

IDC's high-stakes DEI assessment is administered by Talogy TrueTalent on the PANpowered platform. The Talogy TrueTalent system provides state-of-the-art, secure internet-based testing, and proctored administration at over 600 locations in North America. We also utilize Talogy's RPNow platform for cloud-based, proctored testing on a personal/company electronic device from anywhere in the world.

The certification curriculum is competency-based, while the exams are administered and scored by knowledge Domains. Thus, candidates must complete each Domain before moving onto the next section. Accordingly, a participant may receive a 75% in Domain A and a 100% in Domain G. Scoring in the Domains will be averaged out for the final result. Skipping test questions is not an effective strategy for passing because scoring well on the test is a matter of math. This means that if a candidate skips questions, the individual must complete 80% of the assessment and get them all right in order to score high enough to meet the cut.

We have found that participants perform better on the exam when they study on their own, participate in the preparation course and review session, and then take the test. While the exam is rigorous, passing the test is relatively simple when one takes this professional development process seriously. While employers are usually concerned about their employees taking a test, workers are generally excited about the challenge of completing such a rigorous DEI program. Accordingly, more than 50% of IDC's candidates come from referrals.

# FIGURE 2.

CDP EXAM COMPETENCIES	CDE EXAM COMPETENCIES
1. The Role of a Diversity Practitioner	1. Personal Awareness & Continuous Learning
2. The Business Case for Diversity, Equity & Inclusion	2. Improving Your Approach to the Bottom Line
3. EEO Laws in the U.S. and Abroad	3. The Elements of Leading a Large-Scale DEI Effort
4. Harassment Around the World	4. Managing the DEI Talent Life Cycle
5. Diversity Recruiting, Engagement & Retention	5. Global Best Practices for an Inclusive Culture
6. Reinventing DEI Training, Education & Development	6. Bias in People, Policies & Practices
7. Handling Difficult Conversations	7. Boardroom Diversity
8. Resource Groups & Diversity Councils	8. Supplier Diversity
9. Empowering Women in the Workplace	9. Integrating Cultures Amidst Merger & Acquisition Activity
10. Disability, Accessibility & Accommodations	10. Innovation Through DEI
11. Generational Intelligence	11. Race, Power & Privilege
12. Designing Programs for Veterans	12. Executive Commitment, Engagement & Sponsorship
13. Immigrant Groups in the Workplace	13. Strategic Purpose & Partnerships
14. Navigating Through Religion & Belief Systems	14. Connecting Demographic Shifts to Organizational Strategy
15. LGBTQ+ Inclusion	15. The Next Generation of Diversity, Equity & Inclusion Work
16. Measuring the Impact of Diversity, Equity & Inclusion	16. Advanced Data Insight and Analysis

## High Standards + Research = Results

Accreditation is a rigorous process that gives public recognition to institutions that meet certain standards. It is a promise that an institution will provide the quality of education it claims to offer. Accreditation also assures the student that the institution operates on a sound financial basis, has an approved program of study, qualified instructors, adequate facilities and equipment, effective recruitment and admissions policies, and advertises its courses truthfully.



The Institute for Diversity Certification is currently in the process of applying for accreditation from the National Commission of Certifying Agencies (NCCA). Currently, IDC is a member of the NCCA's professional membership arm, the Institute for Credentialing Excellence.

The Ohio State University's Center on Education and Training for Employment (CETE) worked with IDC to ensure that our exam is psychometrically sound and in compliance. CETE also helped IDC translate its industry research into practices for a prepared workforce. Accordingly, IDC conducted a Job Task Analysis (JTA) for DEI professionals and executives, validated the JTA with a verification survey, and facilitated a pilot exam for 635+ DEI professionals throughout the U.S. and in nearly 10 other countries.

IDC's advanced technology and research-based approach attests to the quality of our certification system. This ensures that your organization can apply forward-thinking strategies and create value in a way that is meaningful for different stakeholder groups. For all of these reasons and more, DEI certification is the right solution for you!

**Ready to get started?**  
**Visit [www.gatsongroup.com](http://www.gatsongroup.com) and register today!**