



DEIA CERTIFICATION

**Your Competitive Advantage
in the 21st Century Workplace
and Marketplace**

Introduction

In today's rapidly changing global economy, diversity, equity, inclusion, and accessibility (DEIA) are critical for organizations that want to thrive. Businesses that embrace DEIA are better equipped to attract and retain top talent, innovate more effectively, and serve their customers more responsively.

That's why DEIA Certification is becoming increasingly important. Getting your team certified is a powerful way to demonstrate to your employees, customers, and investors that your organization is committed to creating inclusive excellence.

The Institute for Diversity Certification (IDC)® offers comprehensive DEIA education programs designed to improve your team's performance. Our programs cover all aspects of DEIA, including the history, developing a strategic plan, building consensus, and measurement and optimization.

This guide explores the benefits of DEIA Certification and what your team can expect when they enroll in IDC's Certified Diversity Professional (CDP)® and Certified Diversity Executive (CDE)® programs.

If you're serious about gaining a competitive edge in the 21st century workplace and marketplace, then DEIA Certification is your secret weapon.





15 years of credentialing
expertise



Engaged professionals from
50 US states and 30+
countries



Nearly 4,000 Certification
Candidates and Designees



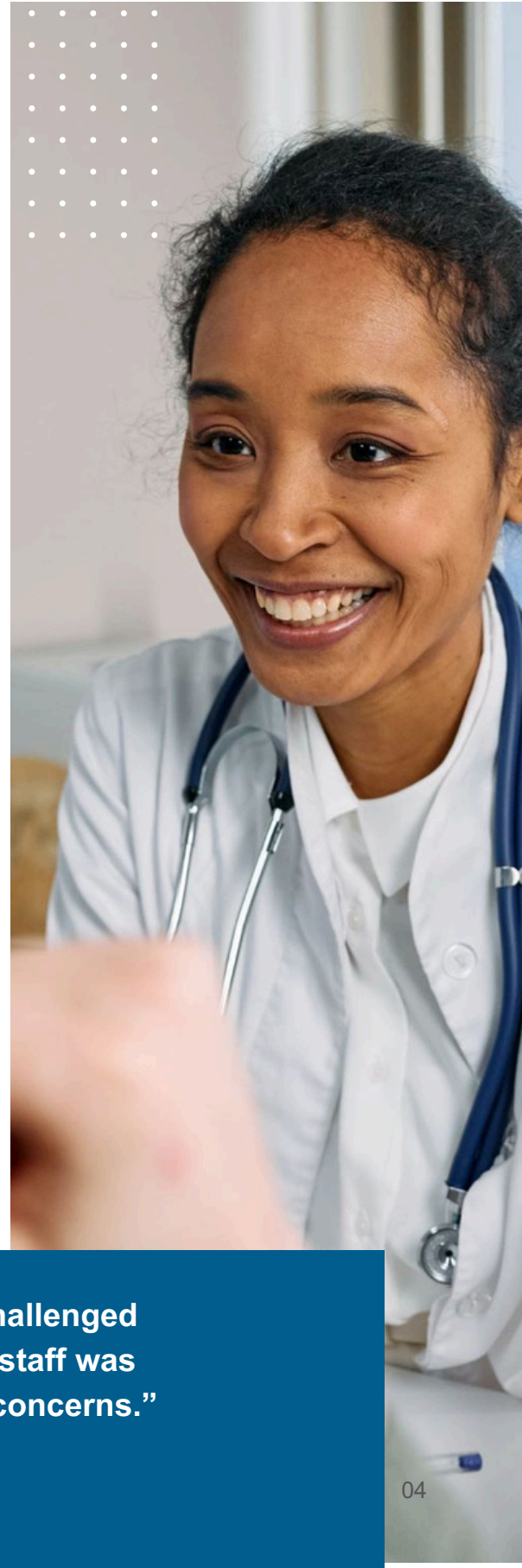
Regularly updated with recent
data, terminology, and
strategies



Based on current global
research and best practices

The Value Of DEIA Certification

- ☑ Organizations with DEIA initiatives in place are more likely to have higher employee engagement, customer satisfaction, and financial performance. (Society for Human Resource Management)
- ☑ Companies with diverse leadership teams are more likely to be innovative and successful. (Harvard Business Review)
- ☑ Companies with more women on their boards of directors are more likely to outperform their peers on financial metrics such as return on equity and return on assets. (Credit Suisse)
- ☑ Closing the gender gap could add \$12 trillion to the global GDP by 2025. (McKinsey Global Institute)
- ☑ 72% of employers said they would be more likely to hire a job candidate who had a certification. (National Association of Colleges and Employers)
- ☑ Certified professionals earn an average of 10-15% more than non-certified professionals. (Society for Human Resource Management)
- ☑ Employees who are certified are more likely to be engaged in their work and stay with their company. (American Society for Training and Development)



“I learned so much from this program. I was challenged professionally and personally. In addition, the staff was always so helpful any time I had questions or concerns.”
Kassie Little, CDP®

Certified Diversity Professional (CDP)®



The Certified Diversity Professional (CDP)® is a specialized designation designed to enhance cultural competency and enrich an organization's inclusion and belonging efforts. An organization can build a sustainable DEIA strategy around the work of a successful CDP®.

The CDP® program requires at least two years of professional experience and includes 16 foundational competencies.

“This is an organization that delivers on diversity, equity, and inclusion (DEI) training ... I completed other DEI certificate programs, but the IDC certification is on another level.”

Sonya Ferreira, CDP®



CDP® Competencies



1 The Role of a Diversity Practitioner

Diversity and HR practitioners develop and implement DEIA initiatives within organizations. They must be adept at leading change. A visionary strategist, the CDP® breathes new life into ordinary business practices and intolerant work environments to create inclusive excellence.

2 The Business Case for DEIA

Organizations who employ diverse workforces better understand customer needs, are more proactive managing costs and opportunities, and are poised to thrive in a global economy. This competency helps practitioners maximize DEIA efforts using traditional business principles.



3 EEO Laws in the US and Abroad

Practitioners must be familiar with Equal Employment Opportunity (EEO) laws in the US and other countries where their organization operates. These laws prohibit discrimination based on race, color, religion, sex, gender identity, sexual orientation, national origin, age, disability, and other protected characteristics.

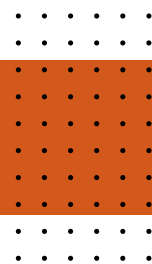


4 Harassment Around the World

Harassment can pose a serious problem in workplaces. This includes understanding the different types of harassment and how to create a workplace culture that is free from harassment.

5 Diversity Recruiting, Engagement, and Retention

Diversity and HR practitioners use best practices to attract, engage, include, and retain teams to enable a strong, resilient workforce.



Reinventing Diversity Training, Education, and Development

Employees can bring bias to the workplace, negatively impacting teamwork, productivity, client service, and morale. Practitioners design and implement engaging and effective diversity training sessions that evolve the organizational culture and create a sense of belonging for all staff.

Handling Difficult Conversations

The art of delivering your message effectively is vital. Multicultural communication skills are essential for building strong relationships and setting a positive example for others. This competency guides practitioners in initiating and mediating complex discussions with confidence and respect.

Resource Groups and Diversity Councils

Employee-led groups that support DEIA initiatives in the workplace, Resource Groups and Diversity Councils are driving forces in organizational DEIA efforts. This competency empowers DEIA leaders to collaborate with and delegate to internal allies to analyze and drive change within the organizational climate.

Empowering Women in the Workplace

Women are underrepresented in many leadership positions in the workplace. Diversity practitioners work to empower women in the workplace by developing and implementing programs that help eliminate the gender pay gap, promote work-life integration, develop a diverse talent pool, and increase female inclusion.

Disability, Accessibility, and Accommodations

Diversity practitioners work to create an accessible for people with disabilities. This includes challenging stereotypes about disabilities, helping supervisors provide reasonable accommodations, and ensuring individuals with disabilities are fully engaged at work.

Generational Intelligence

Gain the ability to understand and work effectively with people of different generations. This competency helps practitioners strategically learn how to prepare for the future workplace and marketplace.

Designing Programs for Veterans

Veterans face unique challenges when transitioning to the workplace and civilian life. It's important to understand their experiences without stereotyping or exhibiting biases. Diversity practitioners can help veterans by designing holistic programs to support their transition and career development.



Immigrant Groups in the Workplace

Demonstrate a commitment to including different immigrant groups, as this can be vital to withstanding competitive pressure and ensuring organizational sustainability. Learn how to modify organizational terminology, policies, and practices to include nationality and create opportunities for employees work and thrive in different cultures.

Navigating Through Religion and Belief Systems

In today's increasingly diverse workplaces, DEIA professionals must be able to navigate through the complexities of religion and non-religion at work. With a deeper understanding of worldviews, belief systems, and religious practices, practitioners may guide supervisors and employees to prevent discrimination, harassment, and intolerance.

LGBTQ+ Inclusion

Discrimination against LGBTQ+ employees is common and can be detrimental to individuals and an organization's brand. This competency helps DEIA professionals understand the challenges faced by LGBTQ+ employees and develop strategies to promote LGBTQ+ inclusion in the workplace.

Measuring the Impact of Diversity, Equity, Inclusion, and Accessibility

It's important to evaluate the effectiveness of DEIA initiatives. Success is measured by quantifiable results and sustainable achievements achieved over time. This competency evaluates efforts by assessing annual plan goals, identifying areas for improvement, and producing a return on investment from DEIA work.

Certified Diversity Executive (CDE)®



The Certified Diversity Executive (CDE)® credential is designed for skilled leaders who help their organizations remove systemic barriers to equity, align enterprise-wide strategies for inclusion, lead culture change, and transform the brand. The CDE® champions organizational values, models belonging and inclusive excellence, and fosters a safe, healthy work culture.

The CDE® program requires at least five years of experience and a current leadership role. It includes 16 competencies that build upon the CDP® foundation.

“Becoming a Certified Diversity Executive (CDE)® is one of the best decisions I have made. The CDE® course and content is informative, engaging, and extremely relevant to my work as a consultant.”

Dr. Mary McConner, CDE®



CDE® Competencies



1 Personal Awareness and Continuous Learning

Personal awareness, authentic leadership, and the ability to manage critical vulnerabilities are essential traits for influential 21st-century leaders. The CDE® is self-aware and committed to lifelong learning, which enables them to lead with empathy.

2 Improving Your Approach to the Bottom Line

As organizations look to the future, improving one's approach to the bottom line encompasses multiple components of sustainability. Also, leaders can effectively secure stakeholder buy-in and resources by understanding DEIA's business case.



3 The Elements of Leading a Large-Scale DEIA Effort

Leadership in the DEIA space is complex, especially in large organizations. Mastering this competency allows executives to develop formal frameworks that advance DEIA work while navigating competing dynamics and priorities.

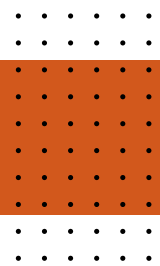
4 Managing the DEIA Talent Life Cycle

Understanding the unique needs of a diverse workforce helps executives correct practices that prevent inclusive recruitment and retention strategies. The CDE® helps create a pipeline of future leaders and ensures equitable opportunities for all.



5 Global Best Practices for an Inclusive Culture

An inclusive environment is intentionally designed, nurtured, and supported. DEIA leaders learn to operate a best-in-class effort that fosters equity, defines inclusive excellence, and achieves a discrimination- and harassment-free work environment.



Bias in People, Policies and Practices

Diversity leaders are challenged to confront age-old assumptions about unconscious bias. This competency identifies implicit associations that lead to discrimination, inequality, and exclusion and presents effective techniques to overcome stereotypes and biases.

Boardroom Diversity

Constructing a quality board is about the caliber and perspective of individual directors and a group dynamic that allows for effective execution of strategic organizational oversight. Designed to ensure a pipeline of diverse board candidates, this competency helps improve policies and decision-making at the board level.

Supplier Diversity

Small business owners have the potential to be the lifeblood of the economy. An inclusive supply chain strategy that supports minority- and women-owned businesses may solve mission-critical problems and contribute to local economic development.

Integrating Cultures Amidst Merger and Acquisition Activity

Global business activity continues to bridge international cultures. DEIA leaders understand the challenges of cultural integration and how to overcome them, positioning them to counsel leadership about potential problems and opportunities.

Innovation Through DEIA

DEIA leaders play a critical role in driving innovation at their organizations. Fostering a culture of inclusion and diversity of thought can lead to the development of new and innovative products, services, and processes.

Race, Power, and Privilege

Diversity should benefit all people, not just marginalized groups. This competency presents alternatives to an outdated social and power construct in the workplace and encourages all parties to engage in a culture that is becoming increasingly diverse.

Executive Commitment, Engagement, and Sponsorship

Creating a culture that values and advances DEIA starts at the top. The CDE® learns to identify and cultivate executive sponsors, or senior leadership, who help advocate for inclusive initiatives and remove barriers to change.



Strategic Purpose and Partnerships

Diversity leaders align their work with the organization's strategy by identifying the key areas where DEIA can have the biggest impact on success. They also partner with other internal departments and teams, as well as external enterprises that can help extend the organization's reach and impact.

Connecting Demographic Shifts to Organizational Strategy

Demographic shifts have a major impact on the workforce and marketplace. Diversity leaders analyze demographic data to develop effective DEIA strategies for service delivery, talent management, marketing, communications, competitive positioning, and more.

The Next Generation of Diversity, Equity, Inclusion, and Accessibility Work

DEIA leaders need to be prepared to adapt their strategies to meet the needs of the changing workforce and marketplace. This competency helps leaders evaluate how DEIA efforts have evolved and prepares the organization to adopt forward-thinking practices and strategies.

Advanced Data Insight and Analysis

Collecting data or sharing research reports is not enough. DEIA executives must provide insight into how the data will impact the organization now and in the future. Beyond assumptions or opinions, data allows the organization to benchmark its people, policies, and practices against competitors and other best-in-class enterprises.

Prepare for the Future of Work

In today's rapidly changing and increasingly diverse world, DEIA is your secret weapon for success. It helps organizations attract and retain top talent, innovate more effectively, and serve the next generation of customers more responsively. The gold standard for DEI education and certification, IDC's Certified Diversity Professional (CDP)® and Certified Diversity Executive (CDE)® credentialing programs can help you create a more inclusive and equitable environment.

If you're serious about thriving in the 21st century, then IDC® is the right partner for you. Contact us today to learn more about our programs and how we can help you achieve better DEIA outcomes as well as advance your career.

Visit our website today at www.diversitycertification.org to learn more and get started on your DEIA journey.

“Being new to the field of DEI when I began the CDP® course, I felt well prepared for my responsibilities in developing my organization’s DEI efforts. Not only was the information presented relevant, but realistic. A year later, the CDE® course expanded my knowledge and contributed to the development of my leadership skills beyond DEI.”

Shaneequa Parker, JD, MPA, MSW, CDE®





Institute for Diversity Certification (IDC)®

The Gatson Group is pleased to serve as a licensed provider of the CDP® and CDE® certifications.

Ready to get started?

Visit www.gatsongroup.com and register today!