

## The GDIB Newsletter

*For: Expert Panelists, Users, and Others Interested in the GDIB*  
*Editor: GDIB Co-author Julie O'Mara*

### Issue: 7 December 2016

The GDIB—*Global Diversity and Inclusion Benchmarks: Standards for Organizations Around the World*—helps organizations of all sizes, in a variety of sectors and industries, using a variety of approaches to D&I work to achieve high-quality D&I outcomes. First published in 2006, the 2016 edition is authored by Julie O'Mara, Alan Richter, Ph.D., and 95 Expert Panelists. It is sponsored by The Diversity Collegium, a nonprofit organization dedicated to advancing the field of diversity and inclusion through think tank dialogues, symposia, research, and publications. The GDIB is free and may be downloaded at <http://diversitycollegium.org/globalbenchmarks.php>. Check regularly for more information and new User Tools.

**Please pass this newsletter along to others.**  
**We have a goal to increase the visibility of the GDIB.**  
**Send us potential reader contact information and we will add them. Thank you.**

### STORIES OF D&I BEST PRACTICES

*Please send us your stories.*

### ACTIONS TO HELP ACHIEVE GLOBAL D&I BENCHMARKS

**2.7** (GDIB CATEGORY 2: LEADERSHIP AND ACCOUNTABILITY. LEVEL 4 PROGRESSIVE) Leaders hold themselves and others responsible for achieving the D&I goals and objectives.

### HOW THE GDIB HELPED LEADERS BECOME MORE ENGAGED IN D&I

At the GDIB Launch event in Los Angeles on September 22, Denise Kirwan and Lori Heffelfinger, The Heffelfinger Group, described an organization development approach used with a mission-focused, scientific and engineering-based Silicon Valley client. This article is the second of a three-part feature on how they demonstrated specific benchmarks in their work. In the 18 October issue they shared how they achieved Benchmarks 8.11. This issue focuses on Benchmark 2.7. This organization values research and, thus, the leaders resonated with the fact that 95 Expert Panelists from many different sectors, diversity dimensions and regions around the world reached consensus on the benchmarks. Lori and Denise did the following to help the leaders become engaged:

(1) Benchmarked other technology firms in the local area and similar organizations to client

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- (2) Interviewed organizational leaders to determine business challenges and how Talent Management factored in to those issues
  - (3) Ran focus groups with D&I teams to understand D&I specific issues
  - (4) Used GDIB data in interviews and focus groups to determine where best to focus – results said Leadership & Vision
  - (5) Shared data with Exec leadership in workshop format and got their buy-in and ideas on how business challenges and D&I – engaged their hearts and minds.
- For more information, contact Lori Heffelfinger at 310-543-7632 or [lorih@heffelfingerco.com](mailto:lorih@heffelfingerco.com) or Denise Kirwan at 818-749-7173.

## **NEWS, IDEAS ABOUT AND FROM USERS AND EXPERT PANELISTS**

*Do you have news and/or best practices to announce/share? Information you need? Send and we'll share it.*

### **EXPERT PANELIST MUSHIM IKEDA HAS AUTHORED A CHAPTER IN A THOUSAND HANDS**

Insights from her chapter will be provided in the next GDIB newsletter, but if you want to learn more just search the Internet for *A Thousand Hands: A Guidebook to Caring for Your Buddhist Community*. Mushim's work helps others integrate diversity and Buddhism. *A Thousand Hands* is an anthology of 50 articles by Buddhist chaplains, teachers, therapists, and social workers, presenting Buddhist approaches and resources designed to help community leaders respond to the many challenges brought to them by their communities.

### **THE GDIB IS INCLUDED IN NEW BOOK--Managing Workplace Diversity and Inclusion--BY ROSEMARY HAYS-THOMAS**

*Managing Workplace Diversity and Inclusion* bridges the gap between social science theory and research and the practical concerns of those working in diversity and inclusion by presenting an applied psychological perspective. Using foundational ideas in the field of diversity and inclusion as well as concepts in the social sciences, this book provides a set of cognitive tools for dealing with situations related to workplace diversity and applies both classic theories and new ideas to topics such as United States employment law, teamwork, gender, race and ethnicity, sexual orientation, and other areas. Each chapter includes engaging scenarios and real-world applications to stimulate learning and help students conceptualize and contextualize diversity in the workplace. Intended for upper-level undergraduates as well as graduate students, this textbook brings together foundational theories with practical, real-world applications to build a strong understanding of managing diversity and inclusion in the workplace. Rosemary (Lowe) Hays-Thomas is Professor Emerita at the University of West Florida in Pensacola, where she developed the university's first course in Workforce Diversity and was psychology department chair. She has published widely, consulted, and held elected office and fellow status in several psychology organizations. She also holds a lifetime certification as a Senior Professional in Human Resources and for many years was a licensed psychologist. The book can be pre-ordered <https://www.routledge.com>

### **WE ARE STILL IN NEED OF FUNDS...PLEASE CONSIDER BECOMING A SPONSOR OF THE SPANISH GDIB**

As a recipient of this newsletter, you have likely received an email about an opportunity to become a sponsor of the GDIB in Spanish. Please donate to help make a Spanish Edition happen. Three levels of sponsorship are possible. If you would like us to send you this email again, contact [Julie.omara@diversitycollegium.org](mailto:Julie.omara@diversitycollegium.org).

### **WANT A ONE-HOUR TRAINING WEBINAR ON GDIB FOR YOUR ORGANIZATION?**

We can provide something for your Board, Executives, D&I Office, Diversity Council, ERG (Employee Resource Group), Human Resources Group, Marketing Group, Communication Team, or any other group. If you want a private webinar for your organization or to provide a gift to your community, focused on an overview or on a specific part of the GDIB, we are glad to do that for a fee ranging from about \$3,000 to \$5,000 depending on the degree of effort involved on our part to design it. The majority of the proceeds from this will go to the GDIB as a fundraiser. We will be sending you more information about this. We've had several requests for additional learning on the GDIB and this is one way we can provide that. Please remember that the GDIB itself is free and does not require certification to use. If you are interested, contact Julie for more information.

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## ASK THE EXPERTS – A Q&A SECTION

*Please ask questions you have about the GDIB or anything D&I and we'll ask answer it for you.*

### **How do benchmarks relate to competencies and behaviors?**

Benchmarks are organizational standards stated as outcomes. Competencies and behaviors describe the actions, steps, skills, knowledge, ability and capability of individuals. Clearly, meeting the higher-level benchmarks will require a high level of competence.

### **Why isn't there a category on Organizational Culture in the GDIB?**

We define organizational culture as a system of shared beliefs, values, norms, habits, and assumptions that impact the organization's environment and influence how people behave within it. The authors and Expert Panelists concluded that it would be difficult to develop a category on culture and five levels of benchmarks without making assumptions about what an organization's culture should be. That seems too prescriptive for what we are striving to accomplish with the GDIB. Just as we say that the GDIB applies to and is useful in organizations of a variety of sizes, sectors, and approaches, GDIB is also useful in a variety of organizational cultures.

In addition, certain aspects of organizational or national cultures may assist or hinder the implementation of D&I initiatives and/or the ability of an organization to achieve the

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benchmarks. These aspects of organizational or national culture should be taken into account when embarking on any D&I initiative or strategy.

PLEASE SEND US YOUR QUESTIONS.

## TENTH ANNIVERSARY GDIB EDITION LAUNCH EVENTS

### GLOBAL GDIB 10<sup>TH</sup> ANNIVERSITY LAUNCH EVENTS UNDERWAY!!!!

Webinar in Spanish – HELD

Edmonton – HELD

Johannesburg

London

Los Angeles – HELD

Melbourne – HELD

Mexico

Montreal – HELD

New York City – early 2017

Orange County – February 2017

Philadelphia -- February 2017

Pittsburgh – February 2017

Portland/Salem – February 17, 2017

San Diego – HELD

San Francisco/Oakland – February 2017

São Paulo – HELD

Seattle -- 2017

Shanghai

Sydney

Tokyo – HELD

Toronto – HELD

Vancouver – HELD

Washington, DC – ACPA – HELD

Washington, DC – Standard  
Edition • December 13, 2016

*Your city/region/event?????*

EP and Users are planning GDIB Launch Events. Go to The Diversity Collegium site at [GDIB launch events](#) to see specifics on agenda, dates, registration information. For planners: see Launch Event Guidelines, a list of EP and Users who are interested, and the recordings from two Launch Event Planning Go-To-Meeting planning phone calls. Check regularly as more info will be posted.

### FEBRUARY 2017 – 6 EVENTS COMING



## GDIB 10<sup>th</sup> Anniversary Launch Event

**DECEMBER 13: WASHINGTON, DC LAUNCH**



**GDIB 10<sup>th</sup> Anniversary  
Launch Event**

<b>Launch Event Area</b>	Washington, DC area (Silver Spring, MD)
<b>Date, Time, Location</b>	Tuesday, December 13 • 3:00 to 6:00pm • COOK ROSS INC 8515 Georgia Avenue, Suite 800 • Silver Spring MD 20910
<b>Event Description</b>	<p>3:00 Networking • Displays • Refreshments • Book Signings</p> <p>3:30 Greeting and Introductions - GDIB Expert Panelist, Mary-Frances Winters, The Winters Group Welcome from the Host Sponsor – Howard Ross, Cook Ross Inc The (free) Global Diversity &amp; Inclusion Benchmarks: Best Practices, How to Use it, Research - GDIB Co-Author, Julie O’Mara</p> <p>4:15 Facilitated Dialogues. Participate in Three:</p> <ul style="list-style-type: none"> <li>• “Moving D&amp;I from Recruitment and Training Centric Approach to a Systemic One,” Cristina Cruz-Hubbard, Peace Corps</li> <li>• “Power, Privilege and Allies: Engaging for Change” Judith Katz, Ed.D., The Kaleel Jamison Consulting Group</li> <li>• “Successes, Failures of Our 400-year-old Institution &amp; Why GDIB is so Important Now in Our History,” Cynthia H. Love, Ed.D, ACPA—College Student Educators International</li> <li>• “Unconscious Bias, Politics, and How We Can Positively Influence All Lives to Matter,” Howard Ross, Cook Ross Inc.</li> <li>• "Research and D&amp;I: Gaps and Opportunities in Our Journey, "Monica L. Villalta, M.P.H., American Institutes for Research</li> <li>• “The Aftermath of the U.S. Presidential Election. What Will it Mean for Diversity and Inclusion Work?” Mary-Frances Winters, The Winters Group</li> <li>• “Global D&amp;I is Local and Personal,” Nadia Younes, IMF: International Monetary Fund</li> <li>• “Influencing Large Systems: GDIB Impacts the Military,” A. Renée Yuengling, Ph.D., Renée Yuengling &amp; Assoc.</li> </ul> <p>5:30 Networking • Displays • Refreshments • Book Signings 6:00 End</p>
<b>Sponsors</b>	<p>Venue: Cook Ross Inc.</p> <p>Reception and Networking: American Institutes for Research (AIR)</p> <p>General funding support, design &amp; printing, registration, promotion: The Winters Group, The Forum on Workplace Inclusion, The Diversity Collegium, The Kaleel Jamison Consulting Group, Global OD Solutions, The Democracy Fund, ACPA: College Student Educators International, Solutions Marketing Group, Renée Yuengling &amp; Associates, LLC, Connecting Cultures, Bridges in Organizations.</p>
<b>Other</b>	<p>FREE ADMISSION LIMITED SPACE REGISTRATION REQUIRED</p> <p>Please RSVP: <a href="https://form.jotform.com/62945250894162">https://form.jotform.com/62945250894162</a></p>
<b>Event Contact Information</b>	Julie O’Mara • +1 702-541-8920 • Julie.omara@diversitycollegium.com

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## SOCIAL MEDIA TIPS FOR GDIB

### Social Media Tips and Tricks

**Please Post Now** - Share our news and promote D&I best practices by posting the below on your social media platforms:

**Which of the 5 Levels is most desirable of the Global Diversity & Inclusion Benchmarks?** According to the Expert Panelists Level 5 is the ultimate... but the question must be answered based on the organization's mission and goals and its stage of development. We think it's not realistic for all organizations to strive to be in Level 5 on all categories. Leaders may decide that a Level 3 is fine for some categories with Level 4 or 5 desired for others. And it may take several years for an organization to move from one level to another. Thus, an organization may determine it currently is at Level 2 on one category and eventually wants to be at Level 4; and they may determine it will take 4 or 5 years to get there. Therefore, they set goals to move up one level every few years. Begin to identify your desired levels with the GDIB now - <http://diversitycollegium.org/globalbenchmarks.php>



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## FREE MULTICULTURAL CALENDAR – IT'S GLOBAL

EP Barbara Deane offers a free monthly multicultural calendar on DiversityCentral.com. Go to: <http://www.diversitycentral.com/calendar/index.php>

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## BIOS OF EXPERT PANELISTS

Each issue of this newsletter contains four bios. Bios of the 95 GDIB Expert Panelists are also on [www.diversitycollegium.org](http://www.diversitycollegium.org), navigate to Global D&I Benchmarks, and scroll to Expert Panelists.

### **DONNA MCNAMARA, Ph.D.**

Donna McNamara, Ph.D. consults with organizations to help them achieve improved results through learning, leadership and organization development. Formerly the vice president of global education and training for Colgate-Palmolive Company, she developed and implemented Colgate's world-wide learning strategy, designed the company's business goal alignment process, and built leadership capability in accelerating effective change. Prior to Colgate, she was an executive with AT&T in human resources, education, and strategic planning. Donna is a Past President ASTD, American Society for Training and Development, now ATD, Association for Talent Development, a recipient of the Gordon M. Bliss Award for distinguished contribution, a former member of the Society's Board of Directors and Board of Governors, and past Chairperson of ASTD's Editorial Advisory Board. She is a member of the International Adult and Continuing Education Hall of Fame and for many years served on the National

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Nuclear Training Accreditation Board for INPO (Institute of Nuclear Power Operations). Currently, Donna is a Senior Fellow, Human Capital, with The Conference Board, a Senior Consultant with the National Executive Service Corps, and an Advisory Board Member for the Chief Learning Officer graduate program at the University of Pennsylvania. She is a Trustee at the College of St. Elizabeth, a Board Member with Cornerstone Family Programs, and a Grants Committee Member with Impact 100: Garden State. Donna received her doctorate in education and human resources from Peabody College of Vanderbilt University.  
Email: [dbmcnamara@aol.com](mailto:dbmcnamara@aol.com)

## **JANELLE SASAKI**

Ms. Sasaki serves as the Executive Director of Diversity & Inclusion Services at Ernst & Young Advisory Co., Ltd. (EYA) based in Tokyo, Japan. She advises on state of the art Diversity & Inclusion (D&I) practices in the workplace for Japan and the Asian Pacific Region. As a well-known D&I expert, she helps top Japanese and multi-national clients on designing and executing workforce, work style and marketplace solutions to create an inclusive culture. Ms. Sasaki is a frequent international speaker on Diversity & Inclusion. Prior to EYA, she served as the Inclusion & Diversity Leader for Cisco Systems Japan G.K. and the Asia Pacific Region, where she launched the company-wide Inclusion & Diversity business strategy and solved workplace challenges. In 2013, Cisco Japan won the Bridge Builder Award from the Global Organization for Leadership & Diversity (GOLD). Before her transfer to Japan, she worked in Silicon Valley for over eight years. Most recently, Ms. Sasaki was selected as a mentor for the 2015 Global Ambassador Program (GAP) Japan sponsored by Bank of America. She is a member of the C-Suite network called Women in Leadership Committee at the American Chamber of Commerce Japan. Ms. Sasaki serves in leadership roles for the US Japan Council and is the Co-Founder of the Japan D&I Business Round Table Network. She volunteers as a career coach for the next generation of leaders. Her passion for health and fitness was shaped by her training as a former competitive gymnast. Ms. Sasaki graduated from the University of California, Berkeley and holds her Professional in Human Resources (PHR) Certification.

Email: [Janelle.Sasaki@jp.ey.com](mailto:Janelle.Sasaki@jp.ey.com)

LinkedIn: <https://www.linkedin.com/pub/dir/Janelle/Sasaki>

## **MICHAEL L. WHEELER**

Michael Wheeler is founder of The Diversity Performance Factor Project™ and president and founder of GD&I Enterprises. He also serves as President of The Diversity Collegium. Named a "Pioneer of Diversity" by Profiles in Diversity Journal, Michael has nearly three decades of globally recognized D&I thought leadership and experience as a corporate executive, author and entrepreneur. Michael is a builder. As Chief Diversity Officer at Omnicom Media Group in New York City and Director of Global Diversity & Inclusion for Merck & Co. Inc., he successfully built and led global corporate D&I strategies. As Program Director and Research Associate at The Conference Board, Michael envisioned, built and led their Diversity & Inclusion area of expertise which included authoring seminal research, directing global conferences and launching the nation's first Fortune 500 corporate executive Council on Workforce Diversity. Known for a number of "firsts," he authored the first special sections on Diversity for both Business Week and Harvard Business Review. Seminal research and articles include:



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- "Diversity: The Performance Factor," Harvard Business Review, March, 2005
  - "Diversity: Making the Business Case," Business Week, December, 1996
  - The Diversity Executive: Tasks, Competencies and Strategies for Effective Leadership, Conference Board report, 2002
  - Corporate Practices in Diversity Measurement, Conference Board report, 1996

He is a contributing author to the newly published book, "Diversity: The Practice of Inclusion," by Ferdman and Deane. Michael is a graduate of the Milano Graduate School of Management, New School University and the California State University where he received his B.A.

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## **RITA WUEBBELER**

Rita Wuebbeler, President & Founder, Interglobe Cross-Cultural Business Services, Inc., consults, facilitates and coaches in the areas of Cultural Competence Building, Global Team Effectiveness, Personal Leadership and Diversity and Inclusion. She works with leaders of global organizations and global virtual teams to help them reach their highest performance potential. She conducts cultural awareness programs for groups and individuals to support them in building their cultural competence, and she coaches global executives to maximize their leadership skills. Rita founded her company Interglobe Cross-Cultural Business Services, Inc. in 1990 and works with clients in North and South America, Europe and Asia including BMW North America, Commerzbank, Evonik Industries, Kraiburg TPE, Porsche, Purdue Pharma, RandomHouse, RKW-Group, Siemens, Solvay Advanced Polymers, and UCB. Rita is a Certified Integral Coach and holds an ACC designation from the International Coach Federation. She is a Senior Facilitator with Personal Leadership Seminars, a Qualified Administrator for the Intercultural Development Inventory (IDI), and a certified administrator of the DISC Profile. She is the co-author of *Cultural Detective: Germany* as well as *Cultural Detective: Lesbian, Gay, Bisexual, Transgender*, an on-line educational tool analyzing cultural core values based on critical incidents. She has contributed to a number of collections of intercultural training activities including *Building Cultural Competence. Innovative Activities and Models* (Berardo/Deardorff, eds). A native German with a Master's Degree in Applied Linguistics from Mainz University, Rita holds two passports (US/German) and is bi-cultural and bi-lingual.

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Telephone: +1-404-915-2340.

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## **CALLS FOR PROPOSALS**

*Let us know if you know of any opportunities around the globe to post.*

The 2017 Cultural Competence and Mental Health Northern Region Summit XX is inviting submissions for presentations and/or workshops that highlight projects, programs, methods, activities, and/or interventions that use Community Defined Evidence and/or Practice Based Evidence approaches that successfully reach California diverse populations that bring the message of hope and help to those who have



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historically been un- and underserved with mental health services. The conference is March 15 & 16 in Santa Rosa, California. Submission deadline is January 6, 2017. Go to [http://www.cibhs.org/post/call-presentations?utm\\_campaign=Call%20for%20Presentations&utm\\_medium=email&utm\\_source=bundle\\_and\\_blast](http://www.cibhs.org/post/call-presentations?utm_campaign=Call%20for%20Presentations&utm_medium=email&utm_source=bundle_and_blast) Thank you to newsletter reader Felix Bedolla for notifying us of this opportunity.

## **UPCOMING CONFERENCES, WEBINARS WHERE GDIB IS INCLUDED**

*Please send us information if you are presenting on the GDIB (or including it in a presentation – even a short mention) at a conference or workshop that is open to the public. See the User Tools section of the Collegium website for slides and handouts you can use. **Please let us know if you are attending any of the conferences so we can make connections. And please spread the word about these sessions to your networks.***

### **CONSULTING PSYCHOLOGY CONFERENCE**

**February 8 – 12, 2017**

**Seattle, Washington USA**

Expert Panelist Bernardo Ferdman will be presenting on the GDIB at this conference. More information coming in next newsletter. Go here to register.

<http://societyofconsultingpsychology.org/annual-conference-2017/>

### **FORUM ON WORKPLACE INCLUSION**

**March 28 to 30, 2017**

**Minneapolis, Minneapolis, USA**

This conference has grown over the years to have an international audience. We are just learning of GDIB EPs, users and friends presenting at this conference. Here's an incomplete list:

- "A Solution for Disruptive Times: Connecting D&I and Sustainability" by EP Lynda and EP Urusla Wynhoven
- "Stepping Out Smartly--The Department of Defense's Long March Towards Inclusion" by EP A. Renée Yuengling Ph.D, and Bea Bernfeld, Director of Equal Employment Opportunity and Civil Rights for the Department of Defense.
- "The Impact of Diversity on Ethical Decision Making" by GDIB co-Author Alan Richter
- "We've Learned What Works: Antidote To Negative Press On Why Diversity Programs Fail" by EP Ralph de Chabert, EP Barbara Deane, Paula Caffer and Cynthia Williams at Brown Forman.
- "Building Your D&I Toolkit: A Beginners Practicum" A 3-hour seminar facilitated by four GDIB Expert Panelists: Mary-Frances Winters, Margaret Regan, Michael Wheeler, and GDIB Co-Author Julie O'Mara

*Please tell us if you are presenting... or planning to attend.*

Registration information coming soon. Go here to see information about the 2016 Conference. 2017 Theme is ALL IN!!! <https://www.stthomas.edu/workplaceforum/> We plan to have a GDIB exhibit as well as a suite party. You all are invited.

### **THE WHITE PRIVILEGE CONFERENCE (#KCWPC18)**

**APRIL 27-30, 2017**

**Kansas City, Missouri, USA**

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Expert Panelist Eddie Moore, Conference Chair, has been the driving force behind this conference, now in its 18th year. This year's theme: Organizing. Strategizing. Taking-Action. Deconstructing the Culture of White Supremacy and Privilege: Creating Peace, Equity and Opportunity in the Heartland. The WPC includes national/internationally recognized experts, a Youth Leadership Program, a Film Series, over 125 workshops, Caucuses for People of Color, White Anti-Racist Activists and Youth, a Meet the Speakers & Book Signing Reception, a Community Dinner and Moore. GDIB Expert Panelist Dr. Eddie Moore Jr. is the Founder/Program Director for the WPC. Go to <http://www.whiteprivilegeconference.com/>.

**ATD (Association for Talent Development, formerly ASTD)  
May 21 to 24, 2017  
Atlanta, Georgia, USA**

Expert Panelist Judith Katz, Ed.D. and GDIB Co-Author Julie O'Mara are presenting on the GDIB, "More Than a Numbers Game: Integrating Diversity, Inclusion, Talent Development." Go here to register: <http://www.atdconference.org>

**PLEASE DONATE TO DIVERSITY COLLEGIUM FOR GDIB**

If you can, please contribute to funding the GDIB. You will notice the DONATE OR PAY button on the home page. And if your organization or your client organizations are able to give grants, let us know. We have so many ideas for research projects and user tools — and thank you to all of you who keep sending us ideas. We continue to get amazing positive feedback and thanks for doing the GDIB. It has now grown to more than Alan and I can fund by ourselves. The Diversity Collegium is engaged and soon we'll be doing some specific fundraising, but we could use some general help now. Let us know if you personally or your organization can contribute and we'll facilitate the process. [www.diversitycollegium.org](http://www.diversitycollegium.org).

**OFFERING SUPPORT**

If you want to use the GDIB in conference presentations, blogs, articles, chapters and so forth, we will support you, if we can, by providing slides, handouts, and ideas.

**NEWSLETTER CONTACT INFORMATION**

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notify us at [GDIB@diversitycollegium.org](mailto:GDIB@diversitycollegium.org)**