



Global Diversity and  
Inclusion Benchmarks

## The GDIB Newsletter

*For: Expert Panelists, Users and Others Interested in the GDIB*

*Editor: GDIB Co-author Julie O'Mara*

**Issue: May 29, 2015**

The GDIB—*Global Diversity and Inclusion Benchmarks: Standards for Organizations Around the World*—helps organizations of all sizes around the world, in a variety of sectors, using a variety of approaches to D&I work, achieve high-quality D&I outcomes. First published in 2006, the 2014 edition is authored by Julie O'Mara and Alan Richter, Ph.D., and 80 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 of charge and may be downloaded at [www.diversitycollegium.org](http://www.diversitycollegium.org). Check regularly for more 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.**

### TIPS ON HOW TO ACHIEVE SPECIFIC BENCHMARKS

*This is a new newsletter feature. Please offer examples of strategies and activities you are using to achieve specific benchmarks. We will also provide some from the D&I literature. You don't have to be "using" the GDIB to provide an example.*

#### **AN ACTION TO HELP ACHIEVE THIS BENCHMARK: "Communications professionals and speechwriters are educated about D&I and include those messages into general organizational communications." This benchmark is at the 75 percent level, Category 9: D&I Communications.**

The executive team of one organization, Royal Bank Financial Group, Canada, on the advice of EP Lynda White, then head of Employment Equity & Diversity, along with the RBC Diversity Business Council, agreed that all executives and top-level managers would incorporate the organization's diversity messages in 33 percent of all their speeches and meetings both internally and externally. In order to accomplish this, the Employment Equity & Diversity staff provided talking points and other materials and helped educate the organization's speechwriters so they could knowledgeably incorporate diversity messages into the speeches. The other part of the story that's especially interesting is that the Diversity Business Council suggested that the executives incorporate diversity messages into 25 percent of their speeches, but at a meeting with the executive team and the entire Council, the president and chair of the company, not only agreed that it was a good idea, but increased it to 33 percent. And this happened in the 1990's!!!! This is an idea that can easily apply to all sectors and approaches. It is timeless and easy to measure success.

### NEWS AND IDEAS ABOUT & 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.

### LOCAL APPLICABILITY OF GDIB IMPORTANT

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In Mid-May, EP Jeremy Solomons presented the GDIB to about 20 board members and D&I advocates for one of the leading non-profit community agencies in Greater Austin, Texas. They were very interested in both the comprehensiveness of the global benchmarks and their applicability in a very local context. And the price was just right!!!!

**NEW BOOK: *EVERYDAY WHITE PEOPLE CONFRONT RACIAL AND SOCIAL INJUSTICE: 15 STORIES***

EP Eddie Moore, Marguerite W. Penick-Parks, and Ali Michael edited the 15 stories that make up this book. It's published by Stylus Publishing, LLC, one of the major publishers in higher education and is recommended for multicultural education, training, diversity, and leadership. [www.styluspub.com](http://www.styluspub.com). Here's what is on the back cover: "This book vividly presents the personal stories, experience, and reflections of 15 prominent White activists. The contributors recount the circumstances that led them to undertake this work, describe key moments and insights in their journeys, and frankly admit to their continuing lapses and mistakes. This is an eye-opening book for anyone who wants to understand what it means to be White together with the reality of what is involved in becoming a White antiracist and social justice advocate; is interested in the paths taken by those who have gone before; and wants to engage reflectively and critically in this difficult and important work." GDIB co-author Julie O'Mara provides one of the 15 stories: Working Within the System to Change the System. The book is readily available. Just search the Internet.

**PHOTOS OF EXPERT PANELISTS APPEAR ON HOME PAGE OF FORUM FOR WORKPLACE INCLUSION WEBSITE**

Go to <https://www.stthomas.edu/workplaceforum/>. From the left, third is GDIB Co-Author Julie O'Mara, fifth is EP Howard Ross, 7<sup>th</sup> (and in the middle) is EP Barbara Deane, and 13<sup>th</sup> is EP Mary-Frances Winters (in the orange). We were honored as Legacy Leaders along with several others. EPs Judith Katz, Price Cobbs, Robert Hayles were all featured via video. The others on stage are both other Legacy Leaders and the hip-hop dancers who added entertainment. We will provide a link to the Legacy Leader presentation as soon as it is available. See below for the Call for Proposals for the 2016 Forum.

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**NEWS, REQUESTS, AND IDEAS FROM JULIE, ALAN, AND THE DIVERSITY COLLEGIUM**

**EP URSULA WYNHOVEN AND GDIB CO-AUTHOR ALAN RICHTER TO SERVE AS PROVOCATEURS AT BEST PRACTICES BOARD MEETING AT THE UN**

The Senior Executive Board of the Best Practices Institute will run their Board Meeting at the United Nations June 28 & 29 focusing on: The Global leader, talent and HR organization of the future. It will focus on how to achieve Goals 8 and 12 of the UN Global Compact through talent. Goal 8 is: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; and Goal 12 is to strengthen the means of implementation and revitalize the global partnership for sustainable development. Provocateurs for the meeting will be the UN Host, Ursula Wynhoven, Chief, Governance and Social Sustainability, and General Counsel at UN Global Compact, and a GDIB EP; Marshall Goldsmith, recognized as one of the top ten Most-Influential Business Thinkers in the World and the top-ranked executive coach at the 2013 biennial Thinkers50 ceremony in London; and Alan Richter, co-author of the Global Diversity & Inclusion Benchmarks, Global Ethics & Integrity Benchmarks, and President of QED Consulting. One of the benchmarks in GDIB Category 10 at the 100 percent level is: The organization supports conventions such as the Universal Declaration of Human Rights and the Global Compact, and reflects this in both heard and in action.

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## FREE MAY 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>

### BIOS OF EXPERT PANELISTS

Each issue of this newsletter contains four bios. Bios of 99 GDIB Expert Panelists are also on [www.diversitycollegium.org](http://www.diversitycollegium.org), navigate to Global D&I Benchmarks, and scroll to Expert Panelists.

#### EMILIO EGEA

Emilio G. Egea is President of E.G.E. Associates, LLC, an organization development and management consulting firm specializing in the areas of leadership development, building effective teams and development/implementation of diversity and inclusion initiatives. Egea is a nationally recognized expert and leader in the field of diversity and inclusion with over twenty years of experience. An experienced lecturer, he has spoken at colleges and is a frequent speaker at professional association conferences. He has been featured in the New York Times, Advertising Age, Hispanic Business, DiversityInc, HR Executive as well as domestic and global network news. He was formerly a Corporate Vice President of Human Resources and Chief Diversity Officer for Prudential Financial where he was responsible for government compliance, employee opinion surveys, data, work-life initiatives as well as the diversity and inclusion function. Prior to that position, he was at AT&T where his career covered assignments in sales, marketing, field operations, information systems, labor relations and human resources. Egea earned his BAs in Business and Economics as well as Spanish from Moravian College and Executive Education Certificates from Wharton, Cornell and the University of Michigan. He has served on a U.S. Senate Task Force on Education and Employment, as Chair of the Board of Directors for the Equal Employment Advisory Council (EEAC), on the Editorial Board of the Diversity Factor and is a member of the Diversity Collegium. External recognition includes Diversity Best Practices – Diversity Officer Leadership Award, Hispanic Business – 100 Corporate Influentials, Black Enterprise - Top Executives in Diversity and the National Eagle Leadership Award for his contributions to the profession and community.

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#### NIA JOYNSON-ROMANZINA

Nia Joynson-Romanzina is Managing Director and Global Head of Diversity & Inclusion at UBS, where she is mandated to globally drive the D&I strategy and cultural change. Nia's career spans the public and private sectors, starting her career with the European Commission and iNGOs working in socio-economic development. She then joined the United Nations' FAO in Rome, where she entered the field of internet technology and communications. Nia joined Swiss Re in 2008 to remodel their internet platforms and presence before moving into the role of Global Head of Diversity & Inclusion. Nia is the founder and director of the consultancy I<sup>3</sup> Innovation, Inclusion, Interaction, providing strategic direction and advice to organisations. She holds a Bachelors in Political Science from the University of Cardiff, an MSc in Development Management and an MA in Mass Communications from Leicester University. She is also a trained Executive Coach. In 2014 she launched a blog for the Huffington Post on Diversity & Inclusion in the workplace. Nia sits on the *Catalyst's European Board*, *Harvard's Women Leadership Board*, *ADVANCE Women in Swiss Business Board*, *EDGE Global Advisory Council*, *WIN International Board of Advisors* and *IMD Strategies for Leadership Advisory Board*. A native Welsh speaker, she also speaks Italian and German, Nia lives in Zurich, Switzerland with her husband and two also Welsh speaking daughters. Her passion for Diversity & Inclusion takes over much of her time, but when possible she enjoys cooking, running, yoga and hiking.

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## **AMIDA MENDEZ RUSSELL**

Armida Mendez Russell, has earned an international reputation for her work in the field of Organization Development and Diversity Management. She is co-author of *The Diversity Directive, Why Some Initiatives Fail and What To Do About It*, and author of several organizational climate assessment tools. Ms. Mendez Russell is the originator of the Head (Knowledge), Heart (Understanding), Hand (Skills/Application) Model™ which is the basis for her work. Ms. Mendez Russell spearheaded and co-authored the *Discovering Diversity Profile*®, and co-authored the *Global Diversity Survey*® among others. Ms. Mendez Russell is the Co-Founder and president of DiversityFIRST Consulting. Prior to holding this position, she was the Head of Global Diversity for BMC Software, and Founder/CEO of Mendez Russell Training and Development, Inc. Ms. Mendez Russell was recently recognized by *Profiles in Diversity Journal* for her work in the field which is used by numerous global organizations as the foundation for a wide range of diversity and change management initiatives. Ms. Mendez Russell has worked in partnership with a wide range of organizations to assess their D&I strategies, organizational structures, and processes to improve organizational effectiveness and performance. She has developed numerous initiatives designed to manage change in a complex business environment. Clients include Fortune 500 companies such as IBM, PG&E, 3M, Bayer, American Express, Ford, Medtronic, General Motors, Coca Cola, Dell Computers, Google, Harrahs and many more. Educational institution clients include: Baylor University, University of Minnesota, University of Wisconsin, and the University of Texas. She has also worked with the Federal Government and many non-profit organizations, including The Red Cross, and The March of Dimes.

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## **YVES VEULLIET**

Yves is Global Disability & Inclusion Program Manager at IBM located in Brussels, Belgium. He joined IBM in 1992 and after a series of promotions, in 2005, he joined the IBM Europe Middle East Africa Diversity team as Program Manager for Persons with Disabilities. In 2007, in addition to his role with the persons with disabilities community he took up the role of Cross Generational Program Manager. He worked on building a framework that facilitates the creation of values for IBM and its clients through employee engagement, collaboration effectiveness, career paths and knowledge management for all of the generations in the workforce. From 2011 until early 2013 Yves was also Diversity leader of IBM Canada, he defined the diversity business case, formulated the strategy and oversaw actions that delivered results in line with the Global Diversity strategy. In 2014, Yves was appointed Global Disability & Inclusion Program Manager - to facilitate the inclusion of employees with different abilities, to improve IBM's existing programs as well as identifying existing inhibitors to a successful work experience. Yves is author of a book written in French "Les Roues de l'Infortune" published in November 2010 and available in English as well in which he explains, through his own experience, what it means to become disabled after an accident, the psychological consequences and the impact on the social and professional life. He also explains how to make other people, including employers, disability confident. Available in English under the title 'Turning Point – The fall and rise' at on-line retailers such as Amazon in both eBook and hard copy formats.

In French: <http://www.editions-harmattan.fr/index.asp?navig=catalogue&obj=livre&no=32532>

LinkedIn (English): [https://www.linkedin.com/profile/view?id=66523786&locale=en\\_US&trk=tab\\_pro](https://www.linkedin.com/profile/view?id=66523786&locale=en_US&trk=tab_pro)

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## CALL FOR PROPOSALS FOR D&I CONFERENCES

*Please think about how you can incorporate the GDIB into your presentations .... or make a presentation on all or part of the GDIB. If you want to present on the GDIB or include a mention of it in your presentation, we will assist you with slides and other materials.*

### **PROPOSAL DEADLINE IS JUNE 8: SIETAR-USA's historic 15th Anniversary Conference in Orlando, FL, October 14-17, 2015**

This year's theme is Expanding Intercultural Horizons: Competencies for a Global and Diverse Workforce. Several EP are members of and engaged in SIETAR. [www.sietarusa.org](http://www.sietarusa.org) Click on Download the CFP and then click where it says: [tinyurl.com/2015SietarProposals](http://tinyurl.com/2015SietarProposals)

### **PROPOSAL DEADLINE IS JULY 10: FORUM FOR WORKPLACE INCLUSION • St. Thomas University, Minneapolis, Minnesota, USA • March 29 to 31, 2016.**

This conference will have 56 concurrent sessions, keynote sessions, a Forum Marketplace and Career Fair, plus networking with 1,200 + participants. The conference themes are Making Connections ... Creating Momentum .... And Leading Meaningful Change. Go to for the Call for Proposals: <https://www.stthomas.edu/workplaceforum/> There is a significant emphasis on presentations that are global and encouraging presenters from outside the United States. Seven Expert Panelists presented at the 2015 Forum.

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## UPCOMING CONFERENCES WHERE GDIB IS INCLUDED

Send us information if you are presenting on the GDIB (or including it in a presentation) at a conference or workshop that is open to the public and we'll post it here and on the Diversity Collegium website. **Please let us know if you are attending any of these conferences so we can make connections.**

### **June 9 to 11 • Denver, CO, USA**

#### **WEPAN – Women in Engineering ProActive Network**

GDIB users Joan Buccigrossi, Ph.D., and Tchernavia Rocker will conduct a plenary session at this conference “Measuring Culture Change Using the Global Diversity and Inclusion Benchmarks Tool.” From the conference program description: Joan Buccigrossi, formerly the Director of Global Diversity and Inclusion at Rockwell Automation, and Tchernavia Rocker, General Manager, Employee Relations & Workplace Environment at Harley-Davidson Motor Company, will tell you how they adapted the Global Diversity and Inclusion Benchmarks tool (GDIB) to guide diversity and inclusion efforts of leaders and employees in their respective companies. Certain aspects of D&I can be measured with traditional demographic metrics. For example, how many women are in leadership roles, or what percentage of women and people of color were recruited into the organization in a give time period. While these metrics are important, they only tell part of the story. Learn how Rockwell Automation and Harley-Davidson used the GDIB to drive and measure culture change toward building a more inclusive workplace for all employees! WEPAN is a non-profit educational organization founded in 1990 to be a catalyst for change to enhance the success of women in the engineering professions. It has both individual and institutional memberships. Go to: [www.wepan.org](http://www.wepan.org) To register for the conference, go to: <http://www.wepan.org/?page=A7>

### **June 10 • Sydney, Australia Gender Economics Conference**

(See information above on submitting a proposal to present at this conference.) Conference organizer and GDIB user, Susanne Moore, Founder and Chair of the Centre, will be presenting on the results of the DPRF™

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which is linked to the GDIB. The conference is sponsored by the Centre for Gender Economics and Innovation which “aims to be the World’s leading social enterprise improving women’s contributions to the economy and helping women achieve their leadership potential.” <http://centreforgendereconomics.org> The conference has three areas of focus:

- Policy Formation: The cost of conflict and inequity to business; Working with Governments to stimulate innovation; Research and Development.
- Investment and Economic Empowerment: Innovation; Economic empowerment for women
- Environment and Sustainability: Collaborating in sustainability; The strategic imperative of Gender Economics; The intersection of aging and gender; Family violence in the workplace

**August 7 to 11, 2015 • Vancouver B.C., Canada**  
**2015 Academy of Management (AOM) Conference**

Alan Richter will co-present a Professional Development Workshop. The workshop will use live polling of two GDIB categories to explore D&I Governance and Accountability in the AOM. More details to follow.

**October 14 to 17, 2015 • Orlando, Florida, USA**  
**SIETAR-USA's Historic 15th Anniversary Conference**

This year's theme is Expanding Intercultural Horizons: Competencies for a Global and Diverse Workforce. [conferenceproposals@sietarusa.org](mailto:conferenceproposals@sietarusa.org) More information coming. Please let us know if you are presenting.

## **JOB POSTINGS**

If any reader has a job you want to post, please send to Julie. Please make it as short as possible. The newsletter has a global audience. Most readers are in the D&I profession.

No job postings this issue.

## **PLEASE DONATE TO DIVERSITY COLLEGIUM FOR GDIB**

If you can, please contribute to funding the GDIB. 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 thank yous 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. We'll soon have a donation button on [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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