



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: September 25, 2014**

The GDIB—*Global Diversity and Inclusion Benchmarks: Standards for Organizations Around the World*—helps organizations of all sizes, 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., with 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.

### NEWS AND IDEAS ABOUT USERS AND EXPERT PANELISTS

#### **EXCELLENT ARTICLE – RESEARCH DATA ON THE BUSINESS CASE FOR D&I FROM SCIENTIFIC AMERICAN MAGAZINE – THANK YOU EP MARY-FRANCES WINTERS!!!**

From EP Mary-Frances Winters: “This article in Scientific American provides the most comprehensive compilation of research that proves the business case for diversity that I have seen in a while. Much of the research I have found focuses on the benefits of gender diversity. This article reports on several studies that also show the benefits of ethnic/racial diversity. There are some interesting findings about diversity of thought and innovation.” <http://www.scientificamerican.com/article/how-diversity-makes-us-smarter/>

#### **UC BERKELEY EQUITY, INCLUSION, AND DIVERSITY STRATEGIC PLAN – AN EXAMPLE OF A WORKABLE, REALISTIC PLAN**

EP Sidalia Reel, Ed.D, Director of Staff Diversity, Office of the Vice-Chancellor, UC Berkeley believes that the UC Berkeley Equity, Inclusion, and Diversity Strategic Plan, developed in 2009, is a good model for other organizations to use in developing a strategic plan. “Having this plan, which was developed through a collaborative process engaging many stakeholders, has helped guide our efforts over the years.” Go to <http://diversity.berkeley.edu/uc-berkeley-strategic-plan-equity-inclusion-and-diversity> for a download of the plan and several other reports and to <http://diversity.berkeley.edu/strategic-plan-progress> to see UC Berkeley's 2020 Expected Outcomes.

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## **ONLINE COLLEGE CLASS ACTIVITY ON LEADERSHIP & INCLUSION USES THE GDIB – COURSE AVAILABLE AROUND THE WORLD**

The Canadian Institute of Diversity and Inclusion “CIDI” ([www.cidi-icdi.ca](http://www.cidi-icdi.ca)) and Centennial College ([www.centennialcollege.ca](http://www.centennialcollege.ca)) have formed a partnership to develop and deliver a fully online Certificate in Leadership and Inclusion. Developed by Vidal Chavannes, Cathy Gallagher-Louisy, and Wanda Santini of the CIDI, the certificate has been designed for busy professionals and middle managers from any field or sector who are aspiring to leadership positions. There are a total of four courses in the Certificate, all of which can be completed online. While anyone in the world can register as the course is online, it will contain specific Canadian information. As part of an assignment in the first course, students will read the GDIB and use it to assess their own organization or other Canadian organizations in the same field. Registration is open now. See this link for more information: <http://www.cidi-icdi.ca/what-we-do/education/centennial/>

Do you have news to announce? Please send and we'll share it.

## **NEWS, REQUESTS, AND IDEAS FROM READERS**

### **DO YOU KNOW ONE U.S. SOURCE TO BENCHMARK REPRESENTATION STATS AGAINST?**

A US Fortune 500 organization that uses the GDIB just emailed us with this request: "Looking at our customers and competitors, I've gathered quite a bit of workforce demographics to compare where we're at in our inclusion journey, especially with hiring and developing underrepresented groups such as women, minorities, veterans and people with disabilities. We have new targets to increase representation of each of these populations. I've struggled to find one source we can benchmark against, something my CEO and his directs are asking for. I've pulled data from multiple sources - the Bureau of Labor Statistics, Catalyst, Bersin, the Corporate Diversity Report that Senator Robert Menendez commissioned a few years back, etc. I know some organizations benchmark against other organizations (for a hefty fee, which I'd like to avoid). Do you know of any other sources where I could dig into workforce demographics of other Fortune 500 organizations?" If you do, please let Julie know and I'll both pass the info along to the requester and put the answer in the next newsletter.

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

### **CALL FOR PAPERS FOR SPRING 2105 SIETAR EUROPA CONFERENCE IN SPAIN**

SIETAR EUROPA has posted a Call for Papers for its conference 21 – 23 May 2015 in Valencia, Spain. The conference theme is: Refreshing the Cultural Paradigm: Sharing Stories, Theories and Next Practices. There are quite a few presentation formats — Standard 30-minute presentations, 90-minute workshops, panel discussions, research/academic/doctoral presentation, artistic expression, pre-congress workshop of half-day or whole day. Deadline for submissions is 27 October, 2014. Here's the blurb from their website at <http://www.sietareu.org/activities/valencia-congress-2015>. Read this and then let Julie know if you are interested in submitting for a presentation on the GDIB. It falls under Topic D.

### **PLEASE PASS THIS NEWSLETTER ALONG TO OTHERS**

We are happy to add anyone you think interested to our distribution list.

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## SEEKING PEOPLE KNOWLEDGABLE ABOUT FUNDRAISING

The GDIB-Diversity Collegium Projects and Fund Raising Committee (Expert Panelists: Judy Greevy, Steve Hanamura, Nene Molefi, Julie O'Mara, Kelli McCloud-Schingen, and Adam Travis) would like to talk with someone who has knowledge / expertise in fund-raising for the GDIB-Collegium projects. Please contact Julie.

## BIOS OF EXPERT PANELISTS

Each issue of this newsletter will contain two or three bios. In addition, all bios will soon appear on the Diversity Collegium website. We have a lot more to post here, so it will take a while before we've shared all.

### **CARMEN D. JONES, FOUNDER, SOLUTIONS MARKETING GROUP, ARLINGTON, VIRGINIA**

Solutions Marketing Group (SMG) partners with clients to develop, execute, and implement disability marketing programs. SMG's programs boost sales, build loyalty, and fortify brands, so clients become the recognized leader. Carmen Jones, founder, knows that people with disabilities will not be a factor in the diversity equation until organizations embrace them as a viable market segment. Prior to founding SMG in 1998, Carmen was the VP of Marketing at Evan Kemp Associates, Inc. She oversaw marketing and public relations for Kemp's national publication, coordinated marketing for corporate clients, and developed marketing for the company's durable medical equipment and van/vehicle conversion division. SMG's clients include Darden Restaurants, CESSI, AT&T, Universal Designers and Consultants, JPMorgan Chase, Bank of America, American Express, Visa, UBS, America Online, ESPN, Questex Media, Global Lead, Fleishman-Hillard and al Punto Advertising. She has also conducted workshops or spoken at events for Major League Baseball, The John F. Kennedy Center for the Performing Arts, the Multi-Cultural Foodservice and Hospitality Alliance, Sodexo USA, the U.S. Business Leadership Network, The Hartford, the National Disability and Business Council Annual Conference, and the National Association for Equal Opportunity in Higher Education Leadership. Carmen has been featured on On A Roll Radio, CNNfn, the New York Times, Black Enterprise, Glamour, New Mobility and Essence Magazine. A graduate of Hampton University, with a B.S. in Marketing, during her junior year she was injured in an automobile accident, resulting in paraplegia. [www.disability-marketing.com](http://www.disability-marketing.com)

### **KELLI MCLOUD-SCHINGEN, PRESIDENT, KMS INTERCULTURAL CONSULTING, LLC, TULSA, OKLAHOMA, USA**

Kelli McCloud-Schingen specializes in Global Diversity and Inclusion, Storytelling, Cultural Competence, and Healing Racism. She has facilitated development workshops, trainings and storytelling presentations for educational, non-profit, government and corporate institutions in the USA and internationally since 1989. A certified professional mediator, she holds a Bachelor of Arts degree in Communication from Aurora University and a Master of Arts in Cross-Cultural Studies from the University of Houston-Clear Lake. Additionally, she is Co-Author of the Cultural Detective: African American®. She has extensive training and leadership experience in the Intercultural and Diversity fields. Kelli has recently joined the Diversity Collegium, A Think Tank of Diversity Practitioners and has served on the Board of Directors for the premier Intercultural organization, the Society for Intercultural Education, Training and Research (SIETAR USA), since 2002 as well as served on the organizing committee for the Global Community Dialogue on Leadership, Diversity and Change (GCD) since 2003. In the area of Race and Racism, Kelli trained with the Center for the Healing of Racism in Houston, TX and has provided workshops on healing and dismantling racism since 2000. Kelli has studied and researched the topic of racism in-depth and a major part of her research was an internal investigation of self with regard to how racism has impacted her life. Contact Kelli on twitter – KelliMSchingen, Skype – KMS131, LinkedIn - <http://www.linkedin.com/pub/kelli-mcloud-schingen/6/639/359/> facebook (to get this link to work, cut & paste into your browser) <https://www.facebook.com/pages/KMS-Consulting/120818254676501> or [www.treasureculture.biz](http://www.treasureculture.biz).

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## **DUNCAN SMITH, PRINCIPAL, ADC ASSOCIATES, VICTORIA, AUSTRALIA**

A pioneer of diversity work in Australia, Duncan Smith is internationally recognised for his ability to link Diversity and Inclusion initiatives with core business issues: increasing productivity; attracting and retaining top talent; developing more effective leaders; improving team and organizational capabilities, and working globally. Duncan's work includes executive education and coaching, designing, implementing, and evaluating organizational D&I strategies, generating culturally appropriate diversity solutions for multinational organizations, and in-depth work in unconscious bias, gender and cultural diversity. In 2014 Duncan celebrates 25 years in the diversity field, having run successful programs for corporations and governments in the United States, Europe, Australia, and the Asia-Pacific region in the banking and finance, IT, legal, mining, oil and gas, and professional services industries. He has been Regional Diversity Advisor for Asia-Pacific and Japan for Hewlett Packard and led the Asia-Pacific faculty group delivering Inclusive Leadership programs for BP. Other selected clients include the Australian government, BHP Billiton, Boston Consulting Group, Cadbury Schweppes, Goldman Sachs, IAG, Leighton Contractors, Mobil, Qantas, the Reserve Bank of Australia, Shell, Target, Towers Watson, and Toyota. A native of Boston (USA), and based in Australia since 1991, Duncan holds a BA in Comparative Religion from Trinity College and a M.Ed. from Harvard, focusing on Organizational Behaviour and Adult Learning. An Honorary Fellow of Melbourne Business School, he has lectured in Management, Organisational Behaviour, and Diversity at several Australian universities, and has published articles in both Australian and U.S. periodicals including *Cultural Diversity at Work*, where he has also been guest Editor. Website: [www.adc-assoc.com](http://www.adc-assoc.com) LinkedIn: <https://www.linkedin.com/in/duncanesmith>

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

### **September 25 & 26, 2014**

#### **Carrying The Fire Series: Organizational Development for Culture Change Agents, London, UK**

EP Lisa Kepinski and Elaine Yarbrough are co-leading this course. D&I work *is* culture change work. It is driven formally by those in the role, plus formally and informally by key partners in HR, CSR, Communications, business managers, etc. Often change efforts get stalled or fail due to reasons such as lack of leadership support, repetitive conflicts, and using the same methods which generate the same results. And the change leader experiences energy drain and frustration. While intentions are good, leaders tasked with driving a change initiative may not have the background nor the opportunity to fully develop skills necessary to lead sustainable cultural change toward healthy human and business outcomes. The goal of Organizational Development is to create a well-functioning organization in which people can contribute their best, and are satisfied and productive. To do so, Culture Change Managers & team members need to understand their system's culture, have the ability to diagnose both the obvious and hidden parts, and intervene to guide the organization to healthy outcomes. The course will be experiential, covering key topics and tools. The GDIB will be used as an example of a structured framework for guiding strategic actions and for key partners and stakeholders' engagement. To learn more and to sign up: <http://www.icongroupltd.com/services/carrying-the-fire-o-for-culture-change-agents/>

### **October 22-25, 2014**

#### **SIETAR USA (Society for Intercultural Education, Training and Research) Portland, Oregon, USA**

EP Donna Stringer and EP Lillian Tsai are co-chairs of the 2014 national conference for The Society for Intercultural Educators, Trainers & Researchers (SIETAR USA). Here's the description of a poster session on the GDIB: The *Global Diversity & Inclusion Benchmarks: Standards for Organizations Around the World* (GDIB) is a 46-page report and tool first published in 2006 and updated in 2011 and 2014. It is the collective opinion

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of 80 Expert Panelists around the world representing a variety of experiences, sectors and approaches. Several SIETAR members are Expert Panelists. Authored by Julie O'Mara and Alan Richter, Ph.D., GDIB is sponsored by The Diversity Collegium, and can be downloaded at no charge from [www.diversitycollegium.org](http://www.diversitycollegium.org). A slide show, narrated by Expert Panelist Barbara Deane and Carmen M. Carter will cover the key features of this tool and be augmented with questions, answers, and discussion. **Carmen M. Carter**, President, Diversity on Demand, has over 20 years of professional experience that spans academia; nonprofit, and government organizations; as well as has having held leadership roles with Fortune 500 companies. She collaborates with leaders to “unleash the power of diversity on demand,” which is her trademarked approach to diversity and inclusion work. **Barbara Deane**, Editor in Chief, DiversityCentral.com, is a writer, editor, consultant and speaker on diversity, inclusion and cross-cultural business issues. She has worked with organizations to change their cultures and with individuals to develop intercultural competency. She is the associate editor of Diversity at Work: The Practice of Inclusion (Jossey-Bass/Wiley, 2014). For more information: [www.sietarusaconference.com](http://www.sietarusaconference.com) <<http://www.sietarusaconference.com>> Please let us know if you plan to attend this conference as we want to acknowledge you and perhaps ask you to assist with the poster presentation.

### November 11 & 12, 2014

#### Diversity & Inclusion in Asia 2014 Conference organised by Community Business, Hong Kong

*Note: We have a special relationship with Community Business, having supported the development of their DIAN Strategy Frameworks, as assessment tool based on the principles of our GDIB and adapted for use by companies operating across the Asia Region. For more information see: [www.communitybusiness.org](http://www.communitybusiness.org)*

EP Ralph deChabert and EP Mary-Frances Winters will represent the GDIB at a special Partners meeting on November 10. Thank you Ralph and Mary-Frances.

About the conference: With the theme Diversity & Inclusion – Driving Competitive Advantage, this year's programme will take the discussion of diversity and inclusion to a new level. Looking beyond the workplace, we will explore tangible ways in which D&I drives competitive advantage – unleashing creativity and innovation, tapping new markets, winning new customers and ultimately increasing revenues. This year Community Business is excited to offer an extended programme, with sessions targeted for broader audiences from across Asia, including:

- HR and D&I Professionals (2-Day Conference)
- Senior Business Leaders (Senior Executive Roundtable)
- Global Heads of Diversity & Inclusion (Global Heads of D&I Networking Lunch)
- Representatives of Women's Networks in Asia (Day 1 'The Female Advantage' Programme and Women's Networks in Asia Lunch)
- Representatives of LGBT Networks in Asia (Day 2 'Taking the Lead with LGBT' Programme and LGBT Networking Reception)

To register, go to: <http://programme.communitybusiness.org/diasiaconf2014/>

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.

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## 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 we (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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