Full Programme

Diversity & Inclusion

Dates

The dates for fall 2021 will soon be available. Would you like us to inform you when the new dates are available? Please leave your details by clicking the red contact button on the webpage.
Agneta Fischer

Everything you want and need to know about bias
In this first session, Agneta Fischer will explain and discuss psychological theories on biases. She will take you to the literature on the origin of cognitive biases, how they are an integral part of our cognitive functioning, what implicit biases are, why some people may be more biased than others, the relation between bias and prejudice, and what factors reduce biased thinking. She will use different examples, such as sexism, racism, but also more subtle forms of biases.

Agneta Fischer

The effect of social exclusion
In this second session, Agneta Fischer, will discuss the effects of social exclusion on the well-being of individuals, and the different forms social exclusion can take, ranging from explicitly being bullied to feeling that you are not one of the boys/girls. This can have multiple causes: the topics of conversation, being the victim of gossip, having different views or lifestyle or appearance. How is it possible to combat both these implicit and explicit forms of social exclusion?

Wendy Broersen and Sylvia Etter

Let’s play Equalitypoly
Diversity is on most agendas within companies but still, you do not see a lot of change. Equalitypoly is a way to change intentions into actions within a safe environment and experience what results and benefits it can bring. The objective of the game is to have discussions on topics like recruitment, employer branding, company culture, management, career paths, development and of course ROI. This management board game is loosely based on Monopoly but is designed and created by the owner of Superwomen Academy, Wendy Broersen. There are versions on gender, culture and disabilities. We will play a mixed version.

Wendy Broersen, Sylvia Etter and Ginger Chien

How to build an Inclusive company culture – part 1
How can you create an inclusive culture? What is needed from management and from all employees? What action can you take? What activities can you plan? This lecture will share insights on organizational structures and how to initiate change.

Special appearance by Ginger Chien. In this session, Ginger Chien will discuss the gap between practical D&I best practices and successful inclusive spaces from her personal perspective as a transgender woman who transitioned on the job. She will examine the critical skills of self-awareness, emotional intelligence, empathy, and how mastering these in a genuine way avoids the lost opportunities resulting from less effective “performative” execution. She will describe some underlying psychological and social forces that impede D&I efforts as learned from her experience as a workshop leader and the opportunity to leverage the energy of universal values in your D&I efforts.
Wendy Broersen and Sylvia Etter
How to build an Inclusive company culture – part 2
Building on what we’ve learn in the first session, we take it up a notch. Because inclusion is all about who decides what, who has to adapt and what is ‘normal’ or not? So you can make a decision on how inclusive you want your company to become and has to become.

Ursula Brinkmann
Inclusive communication and bring your communication officer
Inclusive communication means reaching your intended recipients and sharing information in ways that take their needs seriously. “Imagine you have finally reached your hotel in Tokyo. Before you have unpacked your suitcase, the ground starts to move, and the furniture slings against the wall. It is an earthquake. How do you know what to do? “

It is required for crisis communication to foreigners in earthquake-prone Japan, for organizations who want to attract talents from minority groups, for virtual teams trying to build common ground, and whenever you want to give feedback to a colleague. It applies to online and offline communication, to the use of graphics and the use of pronouns. Working with a series of examples, Ursula Brinkmann will focus on the built-in limits of language and how to work around them, then highlight hidden communication dynamics that can make or break a team. Helping you to develop and promote inclusive communication in the workplace.

Best practices at Unilever - Suresh
Best practices at Deutsche Telekom – Dagmar Pithan

Jochen Etter
How to attract a diverse workforce?
A diverse workforce comes with significant benefits for an employer. A candidate slate comprised of diverse culture and migration backgrounds, different ages, disabilities, genders, beliefs and overall viewpoints enriches a corporation and has proven to also increase market competitiveness and revenues. Jochen Etter will touch on some overall Diversity Management aspects that are critical to make Diversity a success factor by creating a culture of inclusion and belonging. The focus of his session will be on the end-to-end value chain of the recruitment process starting with employer branding up to a successful onboarding process. He will provide interesting insights from an Executive Search and recruitment perspective into the topic of Diversity & Inclusion. What are candidates from a diverse background looking for when selecting a company and why are they leaving it again? What opportunities do companies have in the various steps of a recruitment process to create superior experiences for the candidates that make the company attractive and the employees loyal to the company long term.
Astrid Homan
Beyond inclusion: How shared impact can help increasing and retaining a diverse workforce and minority leadership
Allowing everyone to be unique and stimulate feelings of belongingness - also known as inclusion - has been labeled the panacea in the field of diversity management. Indeed, many positive effects of inclusion have been found on minority members’ wellbeing, productivity, and commitment to the organization. However, next to having a happy workforce, organizations also want to provide opportunities for individuals of all backgrounds to be promoted to higher levels in the organization. I will explain how creating a feeling of shared impact of all different groups in the organization can stimulate minorities to aspire leadership roles and as such work against the phenomenon known as diversity’s revolving door. I will discuss shared impact within the larger insights on diversity ideologies in organizations (such as awareness vs. blindness approaches, meritocracy, and combinations of these organizational outlooks on diversity). By means of examples and actionable interventions, I can discuss and illuminate how organizations can create the experience of shared impact for all their employees, and how this will not only motivate happy workers but also stimulate the rise of women, ethnic minorities, and others who tend to not easily rise to leadership positions in the hierarchy.

Wendy Broersen, Sylvia Etter and Dr. Caroline Dullemen
How to retain your diverse talents and the problems /opportunities of aging.
How do you keep your diverse talents when they feel and are ‘the odd one out’? What makes minorities (women, ethnic, disability) leave male-dominated organizations? Research has shown there can be a balanced, great organizational culture when the minority reaches 25/30%. But what do you do before that? How do you shut the back door when recruiting for diverse employees?

Special appearance by Dr. Caroline Dullemen, who will talk about the ageing of your employees and how this threatens your organization. Facebook-founder Mark Zuckerberg once said he could not learn a thing from someone over thirty. Tough luck; ageing is proceeding in an unprecedented speed. Some researchers stress the negative effects of these demographic shifts, including migration flows, others see new challenges. Ageing does not progress everywhere with the same speed. Migrant and refugee flows are highly divers in push and pull factors and therefore are only partly predictable. International organizations and national governments prepare, anticipate and try to mitigate the negative consequences of an ageing society, including policies against age discrimination and pro diversity. This lecture will address academic research and debates as well as various operational challenges. Best practice inclusion policies are also included, of course.
Astrid Homan
Work team diversity: How to limit the pains and stimulate the gains of working with different others
To facilitate understanding of diversity's effects in teams, she presents an overview of the state-of-the-art in team diversity research and discuss the potential problems and benefits that are associated with team diversity (on all kinds of dimensions, ranging from more visible differences, such as ethnicity, to more invisible differences, like personality). On the one hand, team diversity can stimulate better performance, decision-making, creativity and innovation. At the same time, diverse teams might experience negative effects of their diversity because of miscommunication, distrust, and conflicts between members with different backgrounds. It is crucial to understand how diverse teams can make effective use of their differences, while at the same time restricting the possible negative side-effects of working together with different others.

Gudrun Frank
How do you develop diverse talents?
With the core concept, the 5-C Principle, the FFW-Method and intervening tools the participants learn to enable employees to meet and manage diversity and interactive demands by identifying, assessing, cultivating, and supplementing their proficiencies. Thereby, they learn to attach great significance to the cultivation of social and intercultural competences. For it is not just about hardware like recipes and stigmata, it is about real skills and competences as well. Accordingly, the explicitly values of inclusion, human resource development in a context of new work. The participants develop own conclusions about development of diverse employees.

Claartje Vinkenburg
Mitigating bias in selection and promotion decisions
Understanding Diversity Dynamics in Systems. Claartje dives into social equality as an organization change and describes design specifications for systemic diversity interventions in upward mobility career systems, aimed at optimising decision making through mitigating bias by engaging gatekeepers. These interventions address the paradox of meritocracy that underlies the surprising lack of diversity at the top of the career pyramid in these systems. She talks about the design specifications in the limited empirical evidence on “what works” in systemic interventions. Specifically, about examples from interventions in academic settings, including a bias literacy programme, participatory modelling, and participant observation. The design specifications, paired with inspirational examples of successful interventions, should assist diversity officers and consultants in designing and implementing interventions to promote the advancement to and representation of non-dominant group members at the top of the organizational hierarchy.
Best Practices at Telegraph/Adidas
Best Practices at Lloyd Banking

Brad Johnson and David Smith
Building a platform: How to involve men in gender diversity?
As gender in the workplace experts David G. Smith and W. Brad Johnson will show in this lecture, men have a profound opportunity to promote gender equality at work. Research shows that when men are deliberately engaged in gender inclusion programmes, 96% of women in those organizations perceive real progress on gender equality, compared with only 30% of women in organizations without strong male engagement.

This lecture will provide you with a research-based and practical guide on how to turn men into allies to women in the workplace. Filled with first-hand accounts from both men and women and tips for getting started, this lecture shows you how men can partner with women to advance women’s leadership by breaking ingrained gender stereotypes, overcoming unconscious biases, developing and supporting the talented women around them, and creating productive working relationships with women—especially in a post-#MeToo world.

Paul Sesay
Building a platform: How to a platform for multi-culture inclusion?

Wendy Broersen and Sylvia Etter
How to construct an actionable diversity strategy?
Here we talk you through forming a strategy and translating that into an actionable plan. How to incorporate the executed assignments and collected information after the former lectures. How to find and ask for budgets. Getting your stakeholders into action and setting your goals. Everything you need to start your D&I plans on a professional level.

Coaching sessions are included in this programme to create your strategy and write your action plan. Often one-on-one, sometimes in small groups,. Always with an expert fitted to your specific needs.

Participants, Superwomen Academy & UvA
Presenting D&I plans by the participants and the certificate ceremony.