

Build safe  
and inclusive  
working  
cultures

# Diversity, Equity, & Inclusion Champion Certification

A Master Class in 7 Online Modules

**May 2<sup>nd</sup> – June 11<sup>th</sup> 2024**



# Diversity, Equity, & Inclusion Champion Master Class Certification

Our Diversity, Equity, & Inclusion Champion Master Class is designed for systemic change. Because that's what is necessary to benefit from diversity – a systemic shift from business as usual to shaping a culture of inclusion. You need to sift through sand to get to the gold. This master class will teach you where to look.

As a certified DEI Champion, you'll be able to initiate, drive and support that cultural change by engaging everyone in your organization.

You'll learn **Diversity Intelligence** – the myriad of ways you can hack company culture to make it more inclusive.

With your help, the levels of inclusion, belonging, and psychological safety in your company will grow all the time, helping you create a place where people stick around and work to improve things. Not to mention the monetary benefits.

The Master Class Certification is based on tons of research and high-quality data. It is taught by people who have facilitated more than 6000 workshops for private and public sector companies worldwide.

**It'll help. Promise.**



# What will you learn in the Master Class?

We've got 7 modules designed around hacking the company culture.

In brief, you'll learn how to:

- Get full buy-in from top management
- Attract and retain diverse and creative talent
- Reduce unconscious bias and promote psychological safety
- Create gender balance at every level of the organization
- Mobilize everyone to be reliable allies fighting for inclusivity and equal opportunities for all
- Establish a strong foundation by basing everything you do on data. No more guessing

Upon completion of Module 7, you'll be invited to join a network of certified DEI Champions where you can continue exchanging experiences, acquiring new knowledge and improving your skills and competences within the field of diversity and inclusion. Guest speakers, acknowledged experts and thought leaders will be visiting the network events.



# Become a member of the DEI Champions Alumni Network

## When the course ends, you can become a member of the global network of certified DEI Champions

Our DEI Champion Master Class is designed for systemic change, and we want to continue to support you in making that change, beyond the seven modules.

That's why we have established the DEI Champions Alumni Network

## An Exclusive Inclusive Network of Champions meeting up 4 times a year

The network consists of medium sized networking groups so that we:

- Give space for meaningful sharing of experiences with fellow DEI champions
- Get the opportunity to interact with renowned thought-leaders and guest speakers in live sessions
- Bring your experiences from your life as DEI Champion to the table

By combining case-study sessions, topic-based guest speaker sessions, and facilitating easy access to Living Institute and one another throughout the year via Slack (which we will introduce you to of course!), together with you we are co-creating an exclusive inclusive network that actually works!

Yearly Fee: €1,600.



**DICAN**  
An exclusive  
inclusive network



**ACTION**  
Analyse real life cases  
from participants'  
workplaces



**INSIGHTS**  
Discuss topics with  
peers and industry  
experts  
4 x 3 hours a year



**ACCESS**  
Virtual network  
meetings 4 times a  
year + Slack for  
connecting &  
information sharing

# Course Details

## Dates and Modules:

**Module #1: May 2<sup>nd</sup>**

**What is Diversity Intelligence?**

**Module #2: May 9<sup>th</sup>**

**Using Data to Drive your DEI Journey**

**Module #3: May 16<sup>th</sup>**

**Unconscious Bias Training**

**Module #4: May 23<sup>rd</sup>**

**Accelerating Gender Balance**

**Module #5: May 30<sup>th</sup>**

**Mobilizing Allies**

**Module #6: June 6<sup>th</sup>**

**Impactful Initiatives, Inclusive Leadership**

**Module #7: June 11<sup>th</sup>**

**Designing Your DEI Roadmap**

**Time: 1PM – 4PM CET**

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**Language:**

English

**Fee:**

€3,000 + vat if applicable

**Format:**

7 facilitated webinars on Zoom

**The program is designed for:**

Corporate HR Officers, DEI Officers and HR, DEI Consultants and Members of ERG and Inclusion Councils.

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# DEI Champion Master Class

The 7 Modules



Living Institute  
Diversity Intelligence Consultancy

# Module #1: What is Diversity Intelligence?

May 2<sup>nd</sup> 1PM to 4PM CET

**Acquire the knowledge and tools to design and facilitate excellent training programs**

## **Introducing a systemic approach to DEI**

- Here's where we talk about why a systemic approach is needed to make DEI work
- We also talk about how to achieve it – what goes into a cultural transformation?

## **Facilitator on Module 1**

Kasper Jelsbech Knudsen, Chief Consultant, PhD in Anthropology. Kasper is passionate about promoting cultures of inclusion. He specializes in inclusive leadership, advancing gender parity, unconscious bias mitigation, and cross-cultural and cross-disciplinary collaborations.

[Read more about Kasper here >>](#)



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"The masterclass helped me to structure my views on this topic in a very practical manner. It made me look at my current knowledge on DEI critically and with new eyes. I have taken away some actionable items and am very motivated to implement them"

Mukta Arya, Managing Director,  
Regional Head of Human  
Resources, Societe Generale,  
Hong Kong



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# Module #2: Impactful Initiatives, Using Data to Drive your DEI Journey

May 9<sup>th</sup> from 1PM to 4PM CET

## Why successful companies base their DEI initiatives on inclusion

- This is the nitty gritty of why you need to measure the level of inclusion in your organization

We'll also talk about how to use the right proxies to analyse inclusion in your organization

## Facilitator on Module 2

Kasper Jelsbech Knudsen, Chief Consultant, PhD in Anthropology. Kasper is passionate about promoting cultures of inclusion. He specializes in inclusive leadership, advancing gender parity, unconscious bias mitigation, and cross-cultural and cross-disciplinary collaborations.

[Read more about Kasper here >>](#)



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"You can read all the books and hear the many talks about DEI, but what I took away from this intensive training was a whole picture and a frame based on research and facts. It has given me the capabilities to move the agenda forward."

**Susanne B. VP Global  
Talent and People  
Development, Sweden**

- DEI Champion, Feb 2020



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# Module #3: Impactful Initiatives, Unconscious Bias Training

May 16<sup>th</sup> from 1PM to 4PM CET

## Tackling one of the biggest barriers to inclusivity: Unconscious bias

- We'll outline the nature of unconscious bias and how it affects decision-making processes
- We'll also share how to mitigate these biases in the workplace and stop them influencing really important decisions – hiring, promotion, task assignments and more

### Facilitator on Module 3

Bobby Bovell, Senior Consultant. As a Senior Consultant at Living Institute, Bobby draws on his unique background as a British musician, priest, creative consultant and much more to help companies worldwide mobilize allies within their organizations by bringing diversity and inclusion to the forefront.

[Read more about Bobby here >>](#)



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"Very clear, overall and also hands-on tools to drive the DEI agenda, especially with the \*wheel and also the flexibility which is needed to jump between the 4 quarters from time to time"

**Nadine A. Global  
Business Partner,  
Denmark**

- DEI Champion, Feb 2020



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# Module #4: Impactful Initiatives, Accelerating Gender Balance

May 23<sup>rd</sup> from 1PM to 4PM CET

**Achieving gender equality and equal representation is a huge priority in most companies nowadays (and for some, the past few decades)**

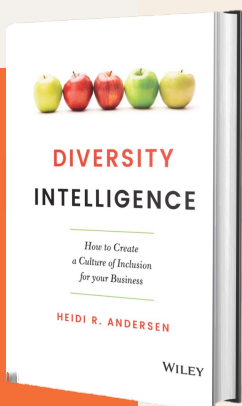
This module covers why gender equality is good for business – and how to make it happen.

- Here we make the case for accelerating gender balance – why it’s necessary and what it’ll bring to your company
- We also cover best practices, including the 13 things you should do to accelerate gender balance (and 4 things we’ve seen fail time and time again)

## Facilitator on Module 4

Heidi Andersen, Managing Partner and Executive Coach at Living Institute. Heidi is a renowned thought leader and author of the book *Diversity Intelligence: How to Create a Culture of Inclusion for your Business*. She is a frequent keynote speaker around the world on topics relating to DEIB and how to create an inclusive culture.

[Read more about Heidi here >>](#)



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“It was a great experience for me, I really enjoyed every module, and I’m back now with a lot of practical knowledge to implement in Chile”

**Marilen,**  
HR consultant, Chile

– DEI Champion, Feb 2020



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# Module #5: Impactful Initiatives, Mobilizing Allies

May 30<sup>th</sup> from 1PM to 4PM CET

## One of the best ways to approach cultures of inclusion – engage allies!

- Find out how to engage colleagues in becoming allies in changing the system in place in most companies – that is, one that creates unequal access to privilege and power and helps enhancing psychological safety
- Learn strategies on how to mobilize everyone to create a fair and inclusive workplace for everyone

## Facilitator on Module 5

Bobby Bovell, Senior Consultant. As a Senior Consultant at Living Institute, Bobby draws on his unique background as a British musician, priest, creative consultant and much more to help companies worldwide mobilize allies within their organizations by bringing diversity and inclusion to the forefront.

[Read more about Bobby here >>](#)



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"The DEI Masterclass covers all significant aspects of Diversity and Inclusion. It brings together great sessions, to enable participants to reflect on the finer nuances of DEI in a sensitive way."

**Anshu B. Leadership  
Development,  
Coaching, Change  
Management, India**

- DEI Champion, June 2021



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# Module #6: Impactful Initiatives, Inclusive Leadership

June 6<sup>th</sup> from 1PM to 4PM CET

**Greater leaders aren't born, they're made. An inclusive leader is self-reflective and attendant to the feelings of others**

- We show you, through experience, how important inclusive leadership is
- We then thread that experience with knowledge gleaned from years of empirical research and from running inclusive leadership programs for more than 2000 leaders since 2021
- Finally, we help you plan how you're going to use what you learned in practice

## Facilitator on Module 6

Jens Rottbøll is a Partner and Chief Consultant at Living Institute. Jens has trained hundreds of leaders (from CEOs to Line Managers) from an extremely wide variety of companies in how to work with diversity and become an inclusive leader. He draws on his learnings from his Diploma in Leadership in the Knowledge Society, his experience as an MBA facilitator, and his expertise as a certified Strategy Execution Expert among other things.

[Read more about Jens here >>](#)

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"A very comprehensive course with an extraordinary amount of expert knowledge giving lots of food for thought about how to work with DEI in your own organization. I will definitely recommend this master class to others!"

**Tina Schelle,**  
Communications Danish  
Composers' Society

– DEI Champion, Nov 2020



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# Module #7: Designing Your DEI Roadmap

June 11<sup>th</sup> from 1PM to 4PM CET

**Create a culture of inclusion in your company – and enhance talent attraction and innovation**

**Bringing it all together, we talk about the 4 components of the roadmap for transforming your company's culture**

- **Drive** – why is diversity necessary?
- **Knowledge** – what is the culture like at your company?
- **Strategy** – how do you change that culture?
- **Action** – who is a catalyst for change, who do they involve and when is the right time?

## **Facilitator on Module 7**

Kasper Jelsbech Knudsen, Chief Consultant, PhD in Anthropology. Kasper is passionate about promoting cultures of inclusion. He specializes in inclusive leadership, advancing gender parity, unconscious bias mitigation and cross-cultural and cross-disciplinary collaborations.

[Read more about Kasper here >>](#)



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"We like to think of our selves as diversity champions and we'd like to help you become one too"

**The Facilitators of the DEI  
Champion Certification  
Programme**



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Diversity Intelligence Consultancy

# How do we Design the Master Class?

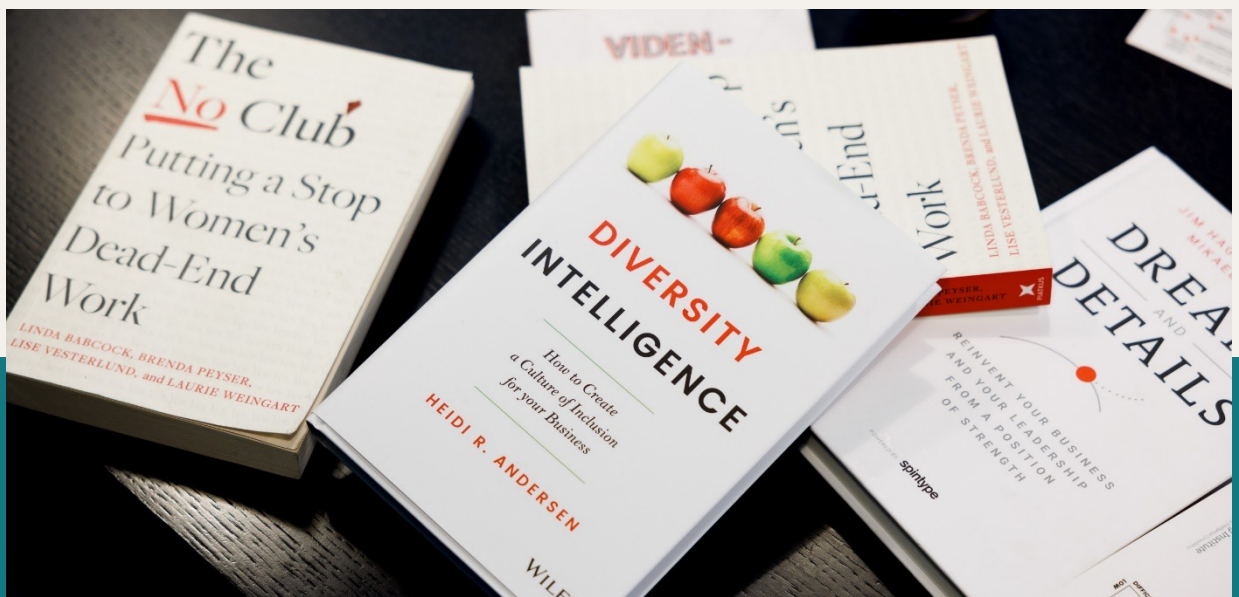
We gather business executives, entrepreneurs and consultants with strong academic backgrounds to design all the modules. We make sure all the materials are based on robust research. We really don't want to waste your time, so we make them practical and impactful – you'll learn by experience using exercises developed by internationally renowned scientists and actors.

The Master Class content is informed by statistical data infused with qualitative richness, so you can be pretty sure that it's based in reality but doesn't lose sight of what matters – the people.

We have also built upon our 18 years of experience in the market, helping our clients re-shape their cultures, all of which our founder, Heidi R. Andersen, shares in her book ***Diversity Intelligence how to Create a Culture of Inclusion for Your Business*** (Wiley 2021). The Master Class modules reflect the essential chapters in the book and is as such pre-read curriculum for the Champion program.

And at the end of it, you'll be a Certified DEI Champion. You'll know exactly what to do to create inclusion, and when.

**All that will be left is to actually do it.**



# About Living Institute

## EST. 2004

### Diversity Intelligence

Creating Cultures of Inclusion by introducing:  
Inclusive Leadership\*, Inclusion Surveys, Unconscious Bias, Gender Balance, Allyship & Cultural Intelligence

### Faculty of 22 Specialists

Anthropologists, psychologists, economists, social scientists & business leaders

### Our Mantra

Evidence and research-based knowledge made practically applicable

## Global Task Force

Facilitated 6,000+ diversity initiatives for more than 50,000 people in Denmark, Japan, Germany, USA, UK, China, France, Portugal, Belgium, Norway, Sweden, Estonia, Slovenia, Italy, Romania, Switzerland, Poland, India, Finland, the Netherlands, Thailand, Pakistan & Zimbabwe

\*Since 2021 more than 2000 leaders have completed Living Institute's Inclusive Leadership Programs



DEI  
Champion  
Certification



Inclusion  
Gap  
Analysis



Breaking  
Unconscious  
Bias



Inclusive  
Leadership  
Programs





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Diversity Intelligence Consultancy



*Thank you for your attention*



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