

# YOU CAN'T CHANGE

# WHAT YOU DON'T MEASURE!

## 70%

**of executives** state that diversity & inclusion are important issues for their company

## 45%

**of employees** believe managers have the highest potential to boost productivity

## 41%

**of managers** say they are too busy to prioritize diversity due to higher priorities

Diversity, Equity and Inclusion (DEI) are not new to corporate leaders. Companies are spending millions of dollars on DEI initiatives, yet they still face discrimination lawsuits, low employee engagement, and increased internal conflict around generational attitude and work style differences---all leading to decreased productivity. Compounding the problem, is the perception that the workplace is not equitable. CEOs and their Boards are well aware of the business case for DEI. What they want is a way to leverage it for a competitive advantage and as an enabler for greater innovation and growth. They have struggled to find an effective tool to measure progress... **until NOW!**



### Introducing DEInamics™

DEInamics™ measures leadership intention vs. workforce perception across eight key dimensions, providing relevant data to initiate sustainable DEI initiatives. Our technologically advanced tool identifies barriers to DEI and provides comparison data to help guide actions for achieving intentional and collective impact.

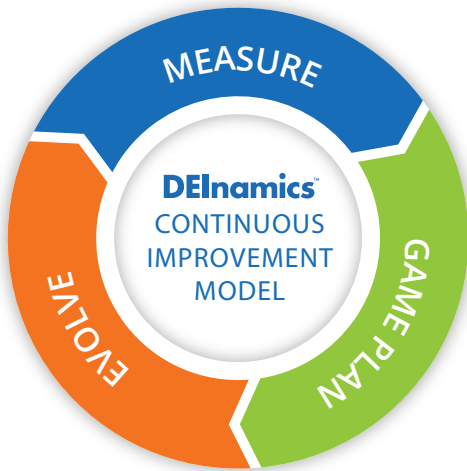
FEATURING  
PATENTED  
EMOTION  
MEASUREMENT  
TECHNOLOGY

*"Research has shown, repeatedly, the presence of diversity across all levels of an enterprise increases performance and revenue. Yet, many organizations are still wrestling with how to create a culture of inclusivity and reap the rewards that diversity offers. To be competitive in this digital economy, organizations must reimagine their current diversity and inclusion efforts. The time has come to look through the lens of equity to measure how we attain a future of work that gives opportunities to everyone. DEInamics™ is that lens."*

– Dr. Shelton Goode, CEO  
of Icarus Consulting

*Recognized by Forbes as a Top-10  
D & I Trailblazer*

# OUR PROCESS



*Sophisticated data capture across eight key dimensions*

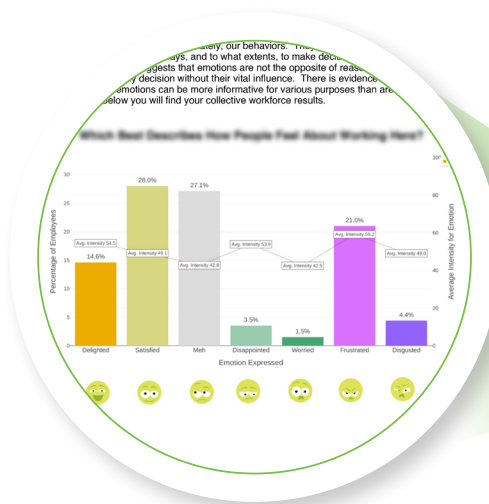


*Co-create a roadmap to set meaningful priorities to improve diversity, equity, and inclusion*



*Continuous commitment to embrace diversity, improve equity gaps, and foster good leadership practices for an inclusive environment*

DEInamics™ identifies organizational strengths, gaps, and opportunities for improvement around **people, process, and power.**



*Employees perform best when they feel valued, empowered, and respected in their workplace.*

**Let's Get Started - Call Now!**  
**866-864-8200**



**DEInamics™**  
Measure What Matters



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