



# **P&L GROUP BRANDS PROVIDE DEI SOLUTIONS**

## **2021 ANNUAL REPORT**

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**Diversity MBA Media**  
**Diversity Benchmarking**  
**Diversity Learning Solutions**  
**Diversity Recruiting**  
**Diversity MBA Foundation**

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When you have strong leaders,  
you have a strong  
community.

UPMC is proud to support Diversity MBA and  
their work with diversity, engagement, and  
inclusion in today's workplace.

**UPMC**  
LIFE CHANGING MEDICINE



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## Pamela A. McElvane

CEO, Publisher & Author

P&L Group, Ltd / Diversity MBA Brands



*"I felt it is timely to create our first annual report that shares the story of our achievements, growth, and sustainability on this journey."*

It is amazing to believe we are celebrating more than two decades of milestones and progress championing diversity and inclusion. It has been a pursuit of passion for me, as it truly has taken a village of people who believed in me. Let me say upfront, regardless of where you may have played a role in this journey, I thank you for your contributions to our vision. To celebrate 25 years as an entrepreneur (under P&L Group), and 16 years of Diversity MBA Brands, I felt it is timely to create our first annual report that shares the story of our achievements, growth, and sustainability on this journey.

### Strategic Plan

We have completed our five-year strategy that has established our foundation to build for the future. We have integrated strategic partnerships that support our depth, capacity and scalability of quality and delivery of services. We acknowledge the companies and organizations that invested in our vision. This annual report is intended to provide a roadmap on how P&L Group's collective brands deliver DEI Solutions to the marketplace.

### Diversity MBA Brands

Our Signature Brands Diversity MBA Magazine, 50 Out Front: Best Places to Work for Women & Diverse Managers List, and Top 100 under 50 Emerging & Executive Leaders List allowed us to build and ideate possibilities to expand our work. We have five core competencies delivered through the following brands. Each brand represents our wholistic approach to providing diversity, equity, and inclusion solutions.

- **Diversity MBA Media:** Through custom publishing we provide branding and recognition to those individuals, communities & companies that deserve celebration.
- **Diversity Benchmarking & Research:** predictive and qualitative analytics with more than 30,000 DEI & Talent management insights that inform decision making for leaders.
- **Diversity Learning Solutions:** A curriculum designed through custom education and learning platforms that fosters development through experiences, connections, and information.
- **Diversity Recruiting:** sourcing for talent acquisition and developing people managers by leveraging technology.
- **Diversity MBA Foundation:** community impact and servant leadership to be a part of paying it forward and deliberate give back to the next generation.



## Our Leadership & Team

This report features letters from other leaders and partners within our organization, which will further share our progress and milestones, and what is next for each area. Our collective voices support the mission of the work we embark upon.

*"Our culture is guided by our principled beliefs of caring and respecting others' opinions, differences, cultures, and dreams."*

We also acknowledge our board leadership and their demonstrated commitment to the success of our company and journey. Subsequently, we believe it is imperative to share our strategic objectives so that you have a sense of where we are going. And of course, our people are our most valued asset as our pillars are what we believe sustains us. Our culture is guided by our principled beliefs of caring and respecting others' opinions, differences, cultures, and dreams. We take pride on how we have been able to contribute to the development of the next generation with our strong formal internship program over the past two decades. This is how inclusion shows up for us daily.

## Supplier Diversity

I would be remiss to not mention how we have supported supplier diversity. We are a small business, but at the same time where we could extend our reach to include other small businesses, we have and do as often as possible. Over the past decade we have 90 percent of our vendors are small women and minority owned businesses. Moreover, we have provided educational opportunities to more than one thousand small businesses.

*"We have an exciting future to continue to build our legacy that supports diversity, equity, and inclusion in all its dimensions. We welcome all to join us."*

## Our Commitment & Reach

Our reach has expanded to new markets across the globe with our growing subscribers and followers through our multimedia platforms. Over the next 5 years our commitment is to help others grow while growing ourselves.

We have an exciting future to continue to build our legacy that supports diversity, equity, and inclusion in all its dimensions. We welcome all to join us.

*Pamela A. Mawane*





Diversity MBA Media, a leading global diversity and inclusion publication with multi-faceted methods to reach all its audiences. Our print & digital magazines offer answers to the most pressing questions of the day and focuses on multiple dimensions of the diversity and inclusion experience delivering compelling strategies and best practices to ensure ultimate success.

Subscribe today at [www.Diversitymbamagazine.com](http://www.Diversitymbamagazine.com)





CEO & Publisher

## **The Inclusive Voice**

### **Radio Talk Show w/ Host**

### **Pam McElvane**

[Stream Episode Here](#)

**WCPT Radio 820 AM**

**Tune in Saturdays - 7:00 am CST / 8:00 am EST**

**Ask your questions live (773) 763-9278**

#### **Featured Guests:**







# Letter from Board Chair

*Nereida 'Neddy' Perez*

*Vice President, Global Head of Diversity & Inclusion  
McCormick & Company*



I am thrilled to serve as chair of P&L Group Holding Company & Diversity MBA Advisory Board of Directors. We have an incredible board whose members represent various dimensions of diversity and who are forward-thinking leaders working in critical business industries that are addressing the significant workforce trends impacting companies today.

What a wonderful time to also be on Diversity MBA's (DMBA) board because it has done an amazing job of intentionally building a robust portfolio of resources that companies and their Talent Acquisition and DE&I teams can leverage to support important business strategies. DMBA is not just an organization that produces publications with great content; we have a strategic plan backed by strong business principles and a huge array of resources to help businesses meet their needs.

The organization has grown consistently over time by expanding its portfolio of services and resources to become a data analytics and benchmarking center of excellence. Once the data warehouse was in place, we moved into developing and delivering awareness and critical skills while building content to help Talent Acquisition teams, and now help business leaders develop soft skills. Through the production of the Diversity Business Review, we continuously bring thought leaders together to publish forward-thinking content.

And, of course, there is the annual conference, which continues to grow every year and serves as a gathering place for thought leaders. Additionally, Pam's radio show and podcasts on insights provides an opportunity to address current events shaping the work of diversity, equity and inclusion; the show features diversity practitioners and business leaders talking about how they are navigating in today's VUCA world.

There is also an amazing team of people at DMBA who are not afraid to think outside the box and who are focused on, listening and constantly seeking out new information because they want to make sure they are helping their customers be prepared to meet their business needs.

DMBA is very much forward-thinking, and I have seen it grow over the last five go from focusing on publication content to leveraging data analytics to help its customers become savvier in building their recruiting and Diversity, Equity & Inclusion strategies. Now they also have a focus on building skills of business leaders.

As someone who values forward thinking, the decision to join the board was an easy one. I am excited about the vision of the future that Pam and her team have developed.

*Nereida Perez*

# P&L Group, Ltd of IL Holding Company

## Advisory Board of Directors



Nereida 'Neddy' Perez  
VP, Global Head Diversity & Inclusion  
McCormick & Company  
Board Chair



Kirsten Marriner  
EVP, Chief People Officer  
The Clorox Company  
Vice Chair



Dr. James Taylor  
SVP, Chief Diversity & Talent  
Management Officer  
UPMC  
Immediate Past Chair



Eugene Kelly  
VP, Global Diversity & Inclusion  
Colgate-Palmolive Company  
Emeritus



Andres Gonzalez  
VP, Chief Diversity Officer  
Froedtert Health



Ashleigh Hargrave  
Director, Health Equity  
Novant Health



Brittain Bandura  
Head of Talent Management  
Zurich North America



David Jones  
EVP & Chief Human Resources  
Officer  
Wellstar Health System



Edward Kopko  
CEO  
Bold Business



Lauren Guthrie  
VP, Global Inclusion, Diversity,  
Equity & Action (IDEA)  
VF Corporation



Miriam Lewis  
Chief Diversity & Inclusion  
Officer  
Principal Financial Group



Peggy Harris  
Regional Chief Diversity Officer  
Atrium Health



Reginald 'Reggie' Miller  
VP, Global Inclusion & Diversity  
McDonald's Corporation



Robert Mueller  
President  
Rim Logistics



Sharmila Fowler-Pos  
Head of Diversity, Equity and  
Inclusion  
Echo Global Logistics



# Our Journey Timeline

## We Are Inclusive



1997

**Entrepreneur. The journey began**

1998

### Custom Association Publishing

P&L Publishing published the following magazines:

- Black MBA Magazine
- Hispanic MBA Magazine
- Black IT Magazine
- Hispanic IT Magazine



2006

### Diversity MBA Brand

The Diversity MBA Brand was launched and was expanded to include 50 Out Front Best Places for Women and Diverse Managers to Work, and Top 100 Under 50 Emerging Executive Leaders

2007

### Verizon Communications

Verizon Communications became the first multi-year conference sponsor



2008

### Formalized National Advisory Board

The National Advisory Board was established and included a total of 16 members

2010

### Allstate Insurance Company

Allstate Insurance Company sponsored our 1st Benchmarking and Big Data Forums for 5 years



### Internship Program

A formal internship was established with Northeastern University. Since then, 20 universities have participated with 150 interns



2011

### Kaiser Permanente Hat Trick

Kaiser Permanente was the number one company three years in a row thus, we launched the Hall of Fame Award

### First CEO Keynote

George Halvorson, retired CEO of Kaiser Permanente, was the first CEO to appear at our National Conference and give a keynote speech

2012

### Industry Roundtables

We launched industry roundtables at our National Conference which was first sponsored by Jones Lang LaSalle



2013

### National Growth

Our National Conference grew from 150 attendees to 1200 attendees

# Our Journey Timeline

2014



## Impact

We reached more than 50 Cover publications in a decade, published 4 years' worth of CEO blogs Ask Pam, and launched a Big Data Tour with Nielsen

Diversity MBA also achieved supplier diversity through partnering, supporting, and hiring more than 75 diverse small businesses

## First Republic Bank

We recognized our longest-standing advertiser, First Republic Bank



2015

## Healthcare Summit

We hosted our first Healthcare Diversity Summit sponsored by Atrium Health

## Inclusive Leadership Index

Renamed the Diversity Benchmarking to Inclusive Leadership Index with more than 1500 companies participating

2016



## Diversity Recruiting Bootcamp

We expanded our outreach and hosted the first regional Recruiting Bootcamp, hosted by The Clorox Company



2017

## 1 Million Subscribers

The same year we rebranded to P&L Brand we also reached 1 million subscribers

2018



## Conference Redesign

Featured celebrity keynotes that contributed to impact diversity

2019



## New Publications

We had a record-breaking year with three new publications being launched:

Diversity Business Index  
Top 100 Magazine  
Diversity Business Review

2020

## DMBA Foundation

Expanded community outreach with at-risk students, systemic racism training, and health awareness and prevention



2021

## The SkinY On Diversity Recruiting

DMBA CEO published her first book on diversity recruiting

## The Inclusive Voice Radio Show

DMBA CEO started a weekly radio talk show



## 2022-23 Strategic Plan Highlights

For P&L Group and DMBA brands to effectively adapt to the changing landscape in the DE&I industry, it is prudent that we remain flexible and agile enough in our planning to adjust priorities while minimizing disruption to our overall strategy.

We leverage our board of directors, partners, customers, constituents to input into our process to ensure full representation of our vision. Our plan was created to drive transformational change in the work we deliver and in support of how we execute what our customers expect.

In a snapshot overview we are sharing our strategic objectives over the next 3 years with enough flexibility to adapt annually. We are also sharing the pillars that helps us drive long term sustainability.



VISION



MISSION



PEOPLE

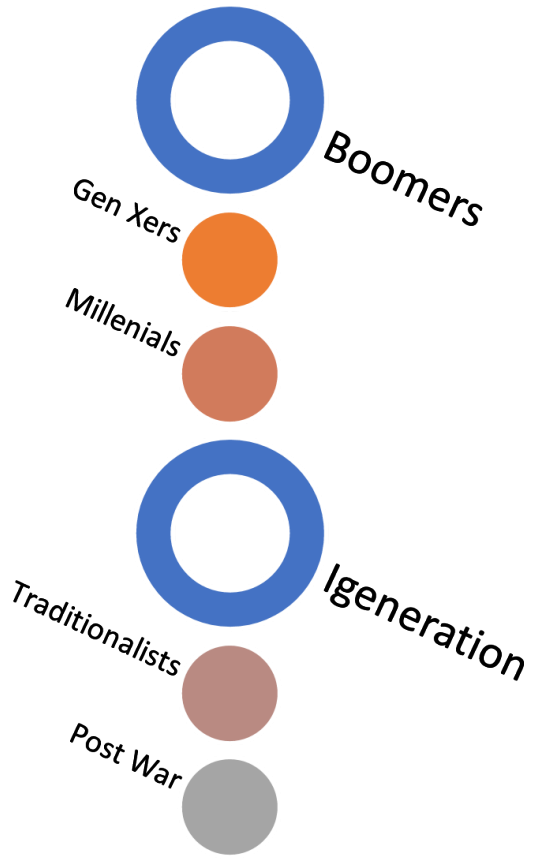


CORE VALUES



STRATEGIC  
OBJECTIVES

## Generations in our Workforce



## Vision

Our Vision is to be the premiere integrated niche organization that delivers evidence based solutions in the diversity, equity, and inclusion industry.

## Mission

Our mission is to provide diversity, equity, and inclusion solutions for customers seeking to promote, connect and integrate their values for an authentic place to work.

## People

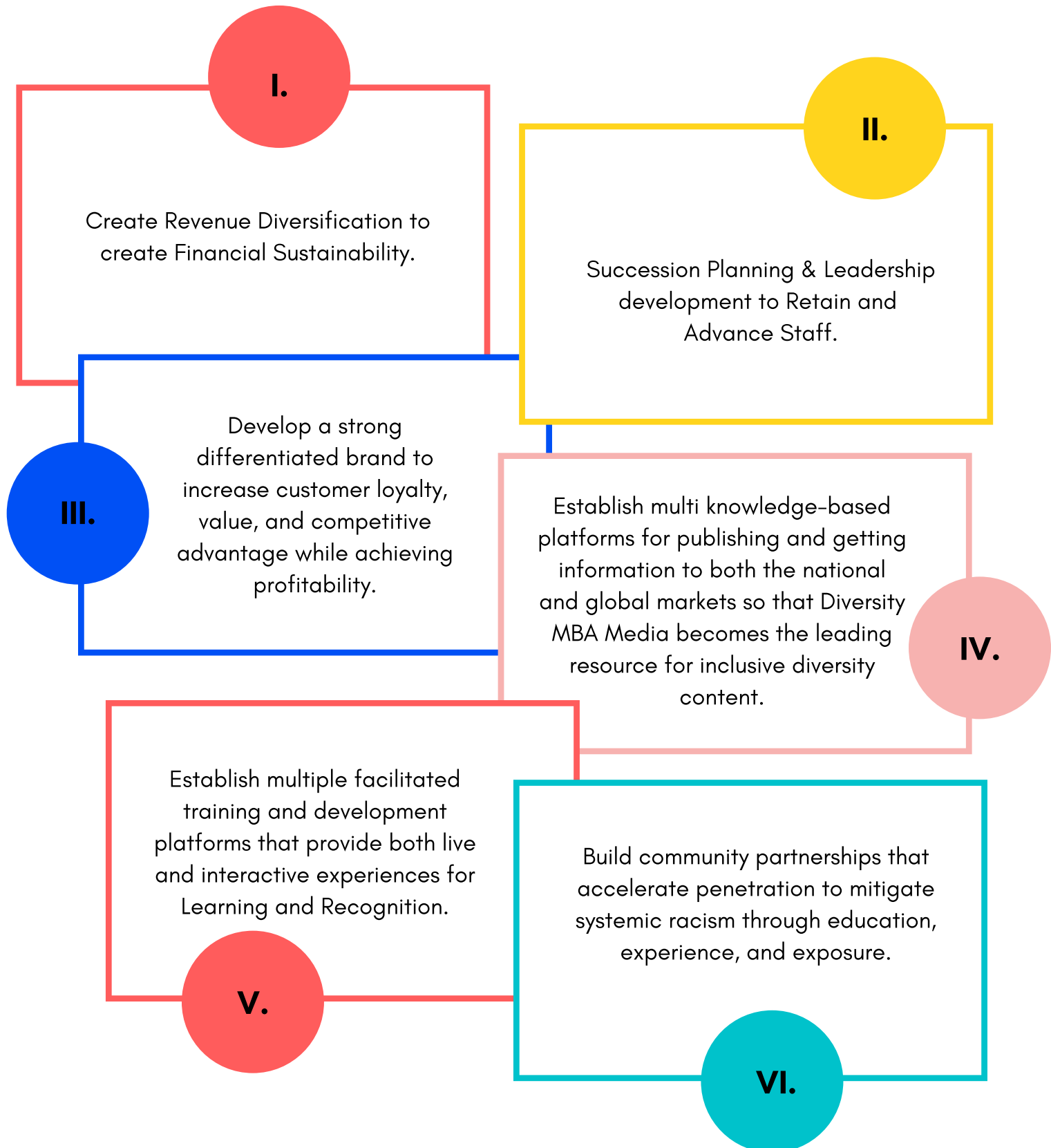
Our most valued asset are our beliefs that trust and caring within our culture is what makes our people invaluable. We have 4 generations in our workforce and 7 generations including our suppliers. Multi-generational ideation creates innovation and competitive advantage.

## Core Values





# Strategic Objectives





*Dan Holly*

*Senior Vice President & Executive Editor*



Before we look at the state of our editorial products and review the past year, I must start with a look back that goes a little further. I have been with Diversity MBA for about 10 years in one capacity or another – the last two as senior vice president of media – and I have seen phenomenal growth and improvement in that time.

When I started at Diversity MBA in 2012 (as a writer), we had two signature editorial products – *Top 100 Under 50* and *50 Out Front: Best Places for Women and Diverse Managers to Work*. Both are print issues. We have since expanded our print products to include Diversity Business Review (DBR) as well as special issues focusing on specific groups (e.g., women of color and the upcoming veterans' issue.)

But that's only half the story; several years back, we began offering digital-only magazines. These come out six times a year, and they are smaller, themed issues, focusing on areas that we know interest our readers. Our most recent digital issue focused the arts and culture. Past digital issues have focused on such topics as travel, sports, technology, entertainment, and health care.

And, of course, we're proud to offer our first Annual Report.

I have seen our staff expand and spread their wings and fly – even though some have flown the coop; it's good to have friends in other organizations.

Enough about the past, let's talk about the present. Diversity MBA Media has a total audience of almost

2 million readers – and these are not just any readers. Virtually all of them are college-educated, and 80 percent hold professional or managerial positions. The median household income of our readers is about \$80,000.

Furthermore, our readers are from all around the globe. Almost 600,000 readers are overseas, representing 40 countries.

In the past 12 months, we have focused on making our publications division more efficient and focused. We have expanded our production capacity by engaging leading designers for the digital issues to ensure the highest level of creativity and quality. We upgraded our production and editing processes, integrating new software, to increase efficiency and speed delivery to customers.

The overall goal is to increase return on investment for our clients by ensuring we get to market when we say we will. This is especially true for our digital issues, which sometimes have themes based on a particular time of the year. Our recent arts and culture issue, for example, focused on how art is used to tell the story of Black history by leveraging images to create shared experiences.

Another goal is to improve our accuracy. We have always strived to be free of errors of any kind; we implemented systems to be more intentional and deliberate about achieving that goal.

We hope you have enjoyed our publications in the past, and that you will enjoy and get even more out of them in the future.



## Signature Publications: Diversity MBA Magazine

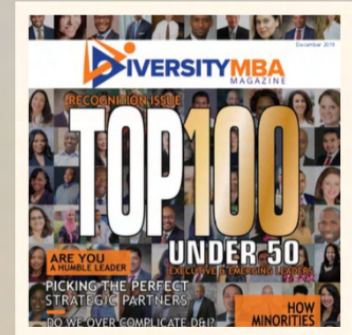
### 50 Out Front:

Best Places to Work for Women & Managers of Color



### Top 100 Under 50:

Executive & Emerging Leaders Recognition



### Digital Publications

Diversity & Leadership issues

- 6 publication issues
- Total Reach: (500k millennial and I generation)



### Annual Diversity Business Review

Thought Leadership Journal

- Social Media Distribution
- Total audience reach: 1.8 million print and digital

## Signature Recognition Brands



### 50 Out Front

- Recognized more than 500 Companies in a decade
- 68 industries participated in ranking



### Top 100 Under 50

- Recognized more than 1500 executive and emerging leaders with advanced degrees
- More than 400 companies participating

# Diversity Benchmarking

## Diversity Benchmarking & Research

3I Research Institute is a part of the Diversity MBA Media family of brands. In the past 16 years the Inclusive Leadership Index (ILI) has captured more than 35,000 specific data points. The collection of workforces, talent management, diversity, equity, and inclusion data has provided insights on strategies, practices, methods, and processes of these categories. The outcome is to have predictive analytics to make informed decisions that support the measurement of impact.

## Key Performance & Success Indicators (KPSI)

- 1500 Unique Companies participated over past decade; 38 Industries 67 Sub-Industries
- 35,000 Data Points & Insights
- 90 Organizational Scorecards with combined employees approximately 100m
- 38,000 Average Employee Base for Multi-National Companies; 6,000 Average Employee Base for Regionals
- Published more than 260 white papers, research reports, infographics
- 300 Plus Companies qualify for ranking analysis with 500 companies registering year over year

## Methodology

- Company's must have 500 or more employees to participate in the ranking portion of the Inclusive Leadership Index (ILI). Registration form must be complete. 50 percent or more of the survey must be complete to be considered as primary research; and 80 percent to qualify for Best Places to Work for Women & Managers of Color list.
- The ranking is based on the scoring of eight categories that include: strategy, recruitment, representation, board diversity, workplace inclusion, retention, succession planning, CEO commitment, accountability.
- The methodology for Diversity Benchmarking Index (DBI) is based on companies achieving 100 points in the following categories strategy, recruitment, representation, workplace inclusion, succession planning and accountability.

## Tools

DMBA Benchmarking tools are designed to support in making informed decision as it relates to diversity, equity, inclusion, and talent management strategies. We have expanded the services to provide industry reporting, and infographics that allow for quick reference to real-time data.

The combination of the listed reports below provides a snapshot of marketplace and industry trends and data sets to help develop metrics to support organizational strategic positioning.

Inclusive  
Leadership  
Benchmarking  
Research  
Report

Organizational  
Scorecard  
Trend Analysis

Diversity  
Benchmarking  
Index

Industry Best  
Practice Trend  
Analysis

Data  
Infographics  
& Cultural  
Slip Sheets



# 50 Out Front: Best Places to Work for Women & Diverse Managers

*Celebrating...*

*15 Years of #1 Companies*



**N** NOVANT<sup>®</sup>  
HEALTH



2021



2019	2018	2016	2015	2012	2006	2009	2008	2007
2020		2017		2014	2013	2010		
						2011		

# Diversity Learning Solutions



*Dr. Suri Surinder*

*Chief Learning Officer, Diversity Learning Solutions  
CEO & Co-Founder CTR Factor, Inc*

*Anita Gonzalez-Scott*

*Chief Client Engagement Officer, Diversity Learning Solutions  
President & Co-Founder CTR Factor, Inc*



Diversity MBA (DMBA) and CTR Factor have come together in an integrated partnership to create a whole house solution for DMBA Partners called Diversity Learning Solutions (DLS).

This powerful combination creates learning solutions tailored to the general audience that focuses on the foundation of three core leadership elements of “**C**redibility, **T**rust and **R**espect”.

These key values are the foundation embedded in our DNA and is everything we believe in and do for our clients, our partnerships, and the marketplace.

As background, CTR Factor is an inclusion, diversity, equity, and leadership (IDEAL) firm. Founded in 2009, we are recognized for being leadership, diversity, equity, and inclusion experts with real world experience in business, military, and non-profit organizations. Due to our industry knowledge, we understand the importance of tailoring and customizing our solutions to fit the needs of our clients.

We are not traditional diversity consultants. Our team has C-level experience and has made transformational changes within organizations.

We have run billion-dollar P&Ls for Fortune 50 companies; have served in the US Armed Forces, developed start-ups and successful professional leadership non-profits from ground up.

This expertise allows us to truly link diversity and inclusion to business imperatives and results.

Our fundamental realization that great leaders that embody inclusion don't lead by mandate or fiat, by threats or treats, by favor or fear. We believe that inclusive leadership is the ultimate, magnificent act of free will.

The awesome, magical secret of inclusive leaders is that they have figured out how to get others to want to follow them voluntarily.

They do so by earning three currencies of influence from those around them - Credibility, Trust, and Respect (C-T-R). These currencies are earned by building 3 assets of impact - Results, Relationships and Resources. These assets of impact are built by making 3 investments of intention in Capabilities, Character and Competencies.



We continuously aim to earn these 3 currencies with our partners credibility through distinctive, consistent results by investing in capabilities, trust through dependable, caring relationships by investing in character, and respect through superior, relevant resources by investing in competencies.

Our integrated partnership enables us to bring you exceptional best practices when it comes to benchmarking and recognition. It also allows DMBA to provide our comprehensive and powerful CTR Factor leadership training solutions to their clients which has been a win-win for us all.

We look forward to partnering with you soon!

*Suri Surinder & Anita Gonzalez-Scott*



Training the next generation of leaders



Diversity Learning Solutions (DLS) is the **Inclusive, Diversity, Equity And Leadership (IDEAL)** learning arm. Everything we do in learning, education, and branding drives:

- **I** - Innovative approaches that enables our clients to learn as they see fit through our digital learning platforms.
- **D** - Developed content of over 100 DLS current curriculum topics that are customized with industry specific content infused with current research, benchmarks, and best practices.
- **E** - Education impactful experience like no other with access to multicultural language translation and diverse team of specialized content providers.
- **A** - Access to continued talent development through our library of ongoing conferences, interviews, podcasts, and recorded webinars and more.
- **L** - Leadership keynotes, workshops, panels, and assessments that dive deep into workplace trends.



# Learning through Exposure, Experience and Education Platforms

## Diversity Learning Solutions has trained more than 30,000 professionals in the past decade

### Monthly Programming provided to corporate members and partners

2022 Smart Webinar Learning Series Schedule			
January January 19, 2022	February February 9, 2022	March March 15, 2022	April April 14, 2022
<b>Topic:</b> Diversity in the Workplace <b>Host:</b> Bridget Hurd, Vice President & Chief Diversity Officer, Blue Top Ten - 50 Out Front Best Places to Work for Women and Minorities	<b>Topic:</b> Diversity in the Workplace <b>Host:</b> Bridget Hurd, Vice President & Chief Diversity Officer, Blue Top Ten - 50 Out Front Best Places to Work for Women and Minorities	<b>Topic:</b> Diversity in the Workplace <b>Host:</b> Bridget Hurd, Vice President & Chief Diversity Officer, Blue Top Ten - 50 Out Front Best Places to Work for Women and Minorities	<b>Topic:</b> Diversity in the Workplace <b>Host:</b> Bridget Hurd, Vice President & Chief Diversity Officer, Blue Top Ten - 50 Out Front Best Places to Work for Women and Minorities
<b>Speaker:</b> Pam McElvane CEO & Publisher Diversity MBA Media Diversity Learning Solutions 3R Research Institute	<b>Speaker:</b> Dr. Mary Bowers CEO & Publisher Diversity MBA Media Diversity Learning Solutions 3R Research Institute	<b>Speaker:</b> Dr. Mary Bowers CEO & Publisher Diversity MBA Media Diversity Learning Solutions 3R Research Institute	<b>Speaker:</b> Dr. Mary Bowers CEO & Publisher Diversity MBA Media Diversity Learning Solutions 3R Research Institute

### BEST PRACTICE TOWN HALL

What's next to sustain an equitable workplace

Thursday, September 23, 2021  
11:20 am - 12:20 pm Central Time

Sponsored by: COLLEGE ASSOCIATION

**Moderator:** Dr. Mary Bowers  
CEO & Publisher  
Diversity MBA Media  
Diversity Learning Solutions  
3R Research Institute

**Panelists:** Dr. Mary Bowers  
CEO & Publisher  
Diversity MBA Media  
Diversity Learning Solutions  
3R Research Institute

**Panelists:** Dr. Mary Bowers  
CEO & Publisher  
Diversity MBA Media  
Diversity Learning Solutions  
3R Research Institute

### Smart Series Webinar

Tuesday, January 19, 2021  
12:00 pm - 1:15 pm CST

**Host:** Bridget Hurd, Vice President & Chief Diversity Officer, Blue Top Ten - 50 Out Front Best Places to Work for Women and Minorities

**Speaker:** Pam McElvane  
CEO & Publisher  
Diversity MBA Media  
Diversity Learning Solutions  
3R Research Institute

**7 Stages of Inclusion & Maturity Model:  
How Does Your Strategy Align?**

**Topic:** Best Practices on Why we need to think differently about

**Host:** Bridget Hurd, Vice President & Chief Diversity Officer, Blue Top Ten - 50 Out Front Best Places to Work for Women and Minorities

**Register in advance for this meeting:**  
<https://us02web.zoom.us/j/8446666666>

**After registering, you will receive a confirmation email containing**

**UPCOMING TOPICS COVERED WILL INCLUDE:**

- The impact of racial injustice on workforce mental health
- Establishing a culture of inclusion

## Professional Certifications and Training Bootcamps

### Employee Resource Groups Leader Certification

**Program Overview:** The Employee Resource Groups Leader Certification program is designed to provide participants with the knowledge and skills necessary to effectively lead and manage an Employee Resource Group (ERG). The program covers topics such as ERG development, leadership, and best practices.

**Program Objectives:**

- Understand the role of an ERG leader
- Develop a strategic plan for the ERG
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the ERG's performance

**Program Structure:**

- Module 1: Introduction to ERGs
- Module 2: ERG Development
- Module 3: ERG Leadership
- Module 4: ERG Communication
- Module 5: ERG Evaluation

### CERTIFICATE OF LEADERSHIP

**Program Overview:** The Certificate of Leadership program is designed to provide participants with the knowledge and skills necessary to effectively lead and manage a team. The program covers topics such as leadership theory, practice, and best practices.

**Program Objectives:**

- Understand the role of a leader
- Develop a strategic plan for the team
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the team's performance

**Program Structure:**

- Module 1: Introduction to Leadership
- Module 2: Leadership Development
- Module 3: Leadership Practice
- Module 4: Leadership Communication
- Module 5: Leadership Evaluation

### DEI INDUSTRY DESIGN THINKING SUMMIT

**Program Overview:** The DEI Industry Design Thinking Summit is a virtual event designed to provide participants with the knowledge and skills necessary to effectively lead and manage a team. The program covers topics such as design thinking, DEI, and best practices.

**Program Objectives:**

- Understand the role of a leader
- Develop a strategic plan for the team
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the team's performance

**Program Structure:**

- Module 1: Introduction to Design Thinking
- Module 2: Design Thinking Development
- Module 3: Design Thinking Practice
- Module 4: Design Thinking Communication
- Module 5: Design Thinking Evaluation

### DIVERSITY RECRUITING BOOTCAMP

**Program Overview:** The Diversity Recruiting Bootcamp is a virtual event designed to provide participants with the knowledge and skills necessary to effectively lead and manage a team. The program covers topics such as recruiting, DEI, and best practices.

**Program Objectives:**

- Understand the role of a leader
- Develop a strategic plan for the team
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the team's performance

**Program Structure:**

- Module 1: Introduction to Recruiting
- Module 2: Recruiting Development
- Module 3: Recruiting Practice
- Module 4: Recruiting Communication
- Module 5: Recruiting Evaluation

## Curriculum Design with embedded best practices for training and Workshops

### COURAGEOUS CONVERSATIONS ON RACE RELATIONS

**Program Overview:** The Courageous Conversations on Race Relations program is designed to provide participants with the knowledge and skills necessary to effectively lead and manage a team. The program covers topics such as race relations, DEI, and best practices.

**Program Objectives:**

- Understand the role of a leader
- Develop a strategic plan for the team
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the team's performance

**Program Structure:**

- Module 1: Introduction to Race Relations
- Module 2: Race Relations Development
- Module 3: Race Relations Practice
- Module 4: Race Relations Communication
- Module 5: Race Relations Evaluation

### CTR FACTOR LEADERSHIP

**Program Overview:** The CTR Factor Leadership program is designed to provide participants with the knowledge and skills necessary to effectively lead and manage a team. The program covers topics such as leadership, DEI, and best practices.

**Program Objectives:**

- Understand the role of a leader
- Develop a strategic plan for the team
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the team's performance

**Program Structure:**

- Module 1: Introduction to Leadership
- Module 2: Leadership Development
- Module 3: Leadership Practice
- Module 4: Leadership Communication
- Module 5: Leadership Evaluation

### CERTIFICATE OF LEADERSHIP

**Program Overview:** The Certificate of Leadership program is designed to provide participants with the knowledge and skills necessary to effectively lead and manage a team. The program covers topics such as leadership, DEI, and best practices.

**Program Objectives:**

- Understand the role of a leader
- Develop a strategic plan for the team
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the team's performance

**Program Structure:**

- Module 1: Introduction to Leadership
- Module 2: Leadership Development
- Module 3: Leadership Practice
- Module 4: Leadership Communication
- Module 5: Leadership Evaluation

### EMERGING LEADERSHIP DEVELOPMENT

**Program Overview:** The Emerging Leadership Development program is designed to provide participants with the knowledge and skills necessary to effectively lead and manage a team. The program covers topics such as leadership, DEI, and best practices.

**Program Objectives:**

- Understand the role of a leader
- Develop a strategic plan for the team
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the team's performance

**Program Structure:**

- Module 1: Introduction to Leadership
- Module 2: Leadership Development
- Module 3: Leadership Practice
- Module 4: Leadership Communication
- Module 5: Leadership Evaluation

## Assessments, Audits and National Training Platforms

### Diversity MBA Media Annual Application

**Inclusive Leadership Index (ILI)**  
Annual Survey Period January 15th - May 31st

**1 Submission** → **200 Questions** → **3 Inclusive Platforms**

**Complete one application and gain access to more than 30,000 insights**

- Ranking participation in Diversity MBA's 50 Out Front: Best Places to Work for Women & Managers of Color
- Inclusive Leadership Index (ILI) Best Practice Benchmarking
- Diversity Benchmarking Index (DBI) containing 6 Research Initiatives

### 16th Annual National Business Leaders Virtual Conference & Awards Gala

**Program Overview:** The 16th Annual National Business Leaders Virtual Conference & Awards Gala is a virtual event designed to provide participants with the knowledge and skills necessary to effectively lead and manage a team. The program covers topics such as leadership, DEI, and best practices.

**Program Objectives:**

- Understand the role of a leader
- Develop a strategic plan for the team
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the team's performance

**Program Structure:**

- Module 1: Introduction to Leadership
- Module 2: Leadership Development
- Module 3: Leadership Practice
- Module 4: Leadership Communication
- Module 5: Leadership Evaluation

### TALENT DEVELOPMENT & LEARNING

**Program Overview:** The Talent Development & Learning program is designed to provide participants with the knowledge and skills necessary to effectively lead and manage a team. The program covers topics such as talent development, DEI, and best practices.

**Program Objectives:**

- Understand the role of a leader
- Develop a strategic plan for the team
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the team's performance

**Program Structure:**

- Module 1: Introduction to Talent Development
- Module 2: Talent Development Development
- Module 3: Talent Development Practice
- Module 4: Talent Development Communication
- Module 5: Talent Development Evaluation

### Inclusive Leadership Healthcare & Wellness Virtual Summit

**REIMAGINE THE FUTURE: HEALTH EQUITY REDEFINED**

**Save the Date** November 11, 2021

**Program Overview:** The Inclusive Leadership Healthcare & Wellness Virtual Summit is a virtual event designed to provide participants with the knowledge and skills necessary to effectively lead and manage a team. The program covers topics such as leadership, DEI, and best practices.

**Program Objectives:**

- Understand the role of a leader
- Develop a strategic plan for the team
- Build a strong network of support
- Implement effective communication strategies
- Monitor and evaluate the team's performance

**Program Structure:**

- Module 1: Introduction to Leadership
- Module 2: Leadership Development
- Module 3: Leadership Practice
- Module 4: Leadership Communication
- Module 5: Leadership Evaluation





*Edward Kopko*

Digital & Technology Strategist, Diversity MBA  
CEO & Author, *Bold Business*



*"Many Businesses Are Talking the DEI Talk But Not Walking the Walk- We're Going to Help Them!"*

There's a huge universe of companies claiming to pursue diversity, equity and inclusion, but barely scratching the surface with their efforts. That's why Bold Business and Diversity MBA have formed Diversity Squared, an enterprise on a mission to spread DEI awareness so companies—from small- to medium-sized and large—can set and achieve real DEI goals.

The statistics paint a stark picture. According to a [seminal McKinsey report, diversity is great for a company's bottom line](#), but as per [Elevating Equity: The Real Story of Diversity and Inclusion](#), 75% of companies still exclude leadership development from their DEI programs, while only 32% include DEI training for employees.

Many businesses are talking the talk, but they're not walking the walk!

Diversity MBA and Bold Business are well aware of this issue, hence the formation of Diversity Squared. Helping these enterprises with their own commitments to hire is a focal point. But another key aim is to make enterprises able to assess their own efforts. That way, when they market themselves to the public, they can be transparent about their true efforts and successes.

To that end, we are developing the DEI Snapshot tool, a self-assessment platform that assesses an organization's DEI readiness. Using data-driven, evidence-based and advanced data science techniques

Diversity Squared's tool is designed to provide a quick yet comprehensive evaluation of an organization's current DEI maturity level, from recruitment practices to long-term demonstrable commitment to inclusion. The resulting scores will be used to guide organizations and set standards.

Soon, companies can hold themselves accountable, and share their metrics to customers and front-facing stakeholders.

While most of the available DEI assessment tools are offered as part of paid services by consultancy firms, Diversity Squared's initiative will provide an accessible alternative at no cost for organizations regardless of their size and business.

That's right. It will be free.

As the CEO of Bold Business, my goal has been to help companies become the best versions of themselves—and whether it's through facilitating smart scaling, improving workflow and processes, or sharpening of brand, that goal has been achieved for numerous clients. But our partnership with Diversity MBA opened up a new avenue for enabling businesses to grow.

Many businesses are talking the DEI talk but not walking the walk—Diversity Squared is here to help put them on the right path. Coupled with the great work DMBA is doing with their industry leading—benchmarking, learning, media and consulting services, Diversity Squared is positioned to help more companies enjoy DEI success!

# Bold Business and Diversity MBA— A Bold Collaboration

Two Companies Dedicated to Making Businesses Better




**BOLD**  
BUSINESS



When it comes to diversity, equity and inclusion, **Diversity MBA** is the source for insight and development.

When it comes to growth via technology and innovation, **Bold Business** is all about making an enterprise the best version of itself.

## We were happy to help Diversity MBA with:

-  Building out a DMBA membership portal
-  Constructing assorted landing pages for conferences and summits
-  Putting together promotional videos and radio show commercials

## What's Next? Diversity Squared!

Many businesses are talking the DEI talk, but they're not walking the DEI walk.

That's why Bold Business and Diversity MBA have formed Diversity Squared, an enterprise on a mission to spread DEI awareness so companies can set and achieve real DEI goals.



## Diversity MBA Foundation

**Larissa Williams**

*Assistant Vice President, Diversity & Programs*



The business world and the communities in which we live are more complex than ever. We believe strategic partnerships in business has become the dominant social institution of the day, and through leveraging the strength of our partnerships, our mission for advocacy and community support is aligned.

At Diversity MBA Foundation, our vision ensures that we are collaborative at our core, which is why we've partnered and supported more than 100 organizations in providing resources, giving and funding. Our goal for the foundation is to create partnerships that are strategic and intentional for empowering the community and mitigating systemic racism through education.

We are committed to working with those organizations that support at-risk children and under-represented communities to expose those communities to greater economic possibilities.

Meaningful impact, this past year, however, proved increasingly challenging driven by increased intricacy and demands on small businesses and lower income communities; nonetheless, Diversity MBA's partnerships proved to be courageous, driven, and supportive and we are eternally grateful and proud of their commitment and thank them for helping us bring our mission and vision forward.

### Strategic Organizational Partners



DMBA Media supported and partnered with Community organizations, education institutions and professional associations. Partial list in alpha order:

#### Community Organizations

- American Cancer Society
- Chicago Minority Supplier Development Council
- Gamaliel Foundation
- LUV Institute
- National Kidney Foundation of IL
- Salvation Army
- Step UP
- South Shore Community Center
- Triedstone Apostolic Church

#### Education Partners (current & past)

- Chicago Public Schools
- Chicago State University
- Columbia University
- DePaul University
- Morehouse College
- Northeastern University
- Northwestern University
- Stanford University
- The PhD Project
- UC Berkeley

#### Professional Associations (media sponsor)

- ALPHA
- ASCEND
- NAAHR
- NABA
- National Association of Asian MBAs
- National Black MBA Association
- Out and Equal
- Prospanica
- SHRM
- Women MBAs



# Partial list of current and past corporate partners that have supported us on our journey. Thank You.

## Listed in alpha order:

- A.T Kearney
- Accenture
- Advocate Aurora Health
- Allstate Insurance Company
- American Airlines
- American Institutes for Research
- Anthem
- AON
- Aramark
- Ariel Capital Management
- Astra Zeneca
- Asurion
- AT&T
- Atrium Health
- Bank of America
- BD
- Blue Cross Blue Shield Massachusetts
- Blue Cross Blue Shield Michigan
- BMO Harris
- Burger King
- Capital One
- Cerner Corporation
- Chrysler LLC
- Cisco
- Citibank
- Colgate-Palmolive
- Comcast
- Common Spirit Health
- CSX
- Delhaize- AHOLD
- Dell
- Delphi Automotive
- DePaul University
- DIAGEO
- Dow Jones
- Echo Logistics
- Envoy Air
- Exelon
- Fannie Mae
- Federal Reserve Bank of Cleveland
- FedEx
- Ferrara Candy
- First Horizon National Corp
- First Republic Bank
- Ford Motor Company
- Froedtert Health
- General Motors
- Greenville Health System
- Harley Davidson
- Health Care Service Corporation
- Henry Ford Health System
- Hewlett Packard Co.
- Horizon Blue Cross Blue Shield New Jersey
- Hyatt Hotels
- Ingersoll Rand
- Intel
- JLL Americas
- JP Morgan Chase
- Kaiser Permanente
- Kellogg
- Kraft Foods-Heinz
- L'Oreal USA
- Lurie Children
- Marathon Petroleum
- MARS, Inc.
- Marsh & McLennan
- Mastercard
- McCormick & Company
- McDonald's Corporation
- Merck
- MetLife, Inc.
- Microsoft
- Monsanto
- Nielsen
- Northern Trust
- Novant Health
- Pacific Life Insurance
- PepsiCo
- Pitney Bowes
- PNC Financial Services Group
- Premier Health
- Principal Financial Group
- Prudential Financial
- RR Donnelly
- Schering-Plough
- Sears Holding
- Seattle Children's Hospital
- SONY Electronics
- Staples
- Starbucks Corporations
- StarTribune
- T. Rowe Price
- Target Corporation
- TD Industries
- The Boston Consulting Group
- The Clorox Company
- TIAA-CREF
- Toyota Motor Sales
- Tribune Company
- United Airlines
- UPMC
- US Army
- US Navy
- USAA
- Vanguard
- Verizon
- VF Corporation
- Visa
- Walmart
- Walt Disney
- Wells Fargo
- Wellstar Health System
- Xerox
- Zurich Insurance



“I switched to First Republic for the exceptional service.  
I have not been disappointed.”

MORGAN BUSH

*Attorney*



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