



Become our  
next National  
Diversity Council  
Certified Diversity  
Professional  
(NDCCDP)!



NATIONAL DIVERSITY COUNCIL

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# Mission

The DiversityFIRST™ Certification Program prepares professionals to create and lead highly successful D&I strategies for organizational excellence and a competitive edge in today's global marketplace. The program blends theory and practice during a 5 day intensive curriculum and on going professional development through the DiversityFIRST™ Graduate Network.

Graduates of the program are recognized as a NDCCDP (National Diversity Council Certified Diversity Professional).



# Objectives

Upon completion of the 5-day program, participants will:

- Recognize diversity and inclusion as drivers of business success and employee engagement in the 21st-century workplace.
- Possess a broad range of knowledge and skills to perform at a high level as D&I professionals and bring value to their organizations.
- Gain access to a reputable and reliable community of professionals through the DiversityFIRST™ Graduate Network to encourage continued learning as the D&I field evolves.
- Enhance credibility with the National Diversity Council's CDP designation to positively impact professional growth.

# DiversityFIRST™ ToolKit

Individual access to the DiversityFIRST™ Toolkit, a password-protected website with:

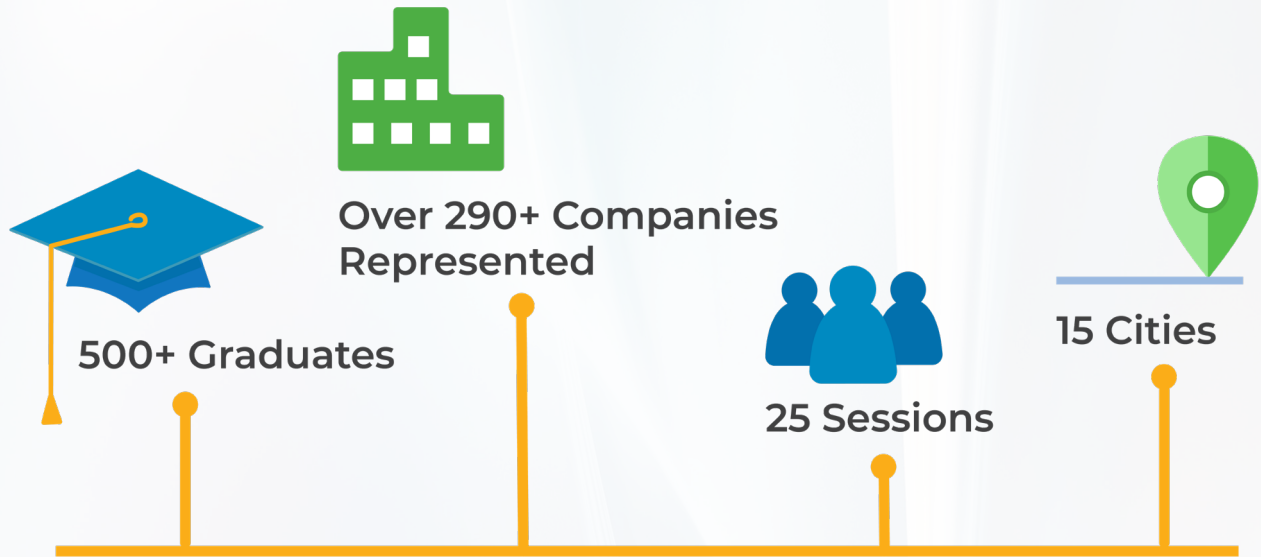
- Eleven content areas
- Unique resources to enhance employee awareness and advance diversity efforts in your organization
- Articles from around the globe written by recognized experts and prestigious firms
- Infographics with facts and figures on diversity segments
- Access to pre-recorded webinars by subject matter experts from the NDC Webinar Series

## DiversityFIRST™ Graduate Network

- Password-protected webpage for program graduates
- Networking opportunities with community of professionals across the country
- Benchmarking across organizations & industries
- Continued learning as D&I field evolves



# Key Metrics



# Locations



# Participants' Organizations

AAA- The Auto Club Group  
Acme Brick Company  
Acxiom  
African American Credit Union  
Coalition (AACUC)  
AIG  
Alcon/Korn Ferry  
Amazon  
Ameli Global Partnerships  
American Express  
American International Group  
AndCo Consulting  
Andrews Kurth LLP  
Anthem  
Ascend Performance Materials  
Ascension Health  
AT&T  
Athens State University  
Aultman Health Foundation  
Battelle  
Bedrock  
Bicycle Transit Systems  
Blue Cross and Blue Shield of Louisiana  
Blue Cross Blue Shield of Michigan  
Boca Raton Hospital  
BOK Financial  
Bowling Green State University  
Bright Horizons  
Brinker International  
Broadcom  
Cabela's, Inc.  
CADIA  
California American Water  
California Coast Credit Union  
Calpine  
CARE  
CBI  
CDM Smith  
Centene Corporation  
Center of Automotive Diversity,  
Inclusion & Advancement  
Charlotte-Mecklenburg Schools  
Chemical Bank  
Chemical/TCF Bank  
Christiana Care Health System  
Cincinnati Police Department  
City of Clearwater  
City of Columbus  
City of Dallas  
City of Dallas: Fair Housing and Human  
Rights Office  
City of Detroit  
City of Orlando  
City of San Antonio  
City of St. Louis Park  
Clinicienti  
Coca-Cola Refreshments  
Cognizant  
Collaborative Relational Intelligence  
Leadership  
Columbus State Community College  
Comcast  
Comerica Bank  
Connecticut Children's  
Consumers Energy  
Continental Automotive Systems  
Corgan  
Cornell University, Diversity Programs  
in Engineering  
County of Alameda  
COX Communications  
CPS Energy  
Craythorn Consulting  
Cross Cultural Solution  
Crowley  
Dallas Area Rapid Transit  
Dallas County Community College  
District  
Dallas Independent School District  
Darden Restaurants  
Department of Anthropology,  
University of California, Irvine  
Department of Defense  
Department of Defense/NSA  
Detroit Zoological Society  
Detroit Institute of Arts  
Detroit Zoological Society  
Dewberry  
Discover Financial Services  
DTE Energy  
Dude Solutions  
Educare Consulting Services  
Emory University  
Empath Health  
Exodus Consulting Group, LLC  
FCC Butner  
Federal Home Loan Bank of Atlanta  
Federal Home Loan Bank of Chicago  
Federal Reserve Bank of Cleveland  
Federal Reserve Bank of Dallas  
Federal Reserve Bank of New York  
Field Museum  
Flagstar Bank  
Fort Myers Police Department  
Fort Myers Police Department / City of  
Ft. Myers  
Frontier Nursing University  
GameStop  
GateHouse Media Inc.  
Geisinger  
Geisinger Health System  
Geller & Company  
Greenspoon Marder  
Grow With Me Portraits, LLC  
Gulfstreams Aerospace  
Haas Hall Academy  
Hadiputranto, Hadinoto & Partners  
Harland Clarke Holdings  
Health Alliance Plan of Michigan  
Health Council of West Central Florida  
Heartland Behavioral Healthcare  
HEB  
Henry Ford Health Systems  
Heritage Bank  
Hilton Grand Vacations  
Holiday Inn Club Vacations  
Honda North America, Inc  
Houston Airports - City of Houston  
HP  
HR Consulting Firm  
HSBC Bank US  
Humane Society of the United States  
Hyundai Capital America  
In Transition  
Inclusive Performance  
Inspires Consulting, Inc.  
Integrity Compliance  
ITA Group  
Jazz Pharmaceuticals  
Jefferson County Public Schools  
Joy Global  
Kennesaw State University - The  
Graduate College  
Kent ISD  
Kimberly-Clark Corporation  
Komatsu Mining Corp.  
Lakota Local Schools  
Law School Admission Council  
LB Alliance  
Lear  
Learning to be Human, Power Station  
of Love  
Legrand  
Leslie Fleming Loville  
Liberty Bank  
Local 52  
Local Government Federal Credit  
Union  
Logan Consulting Services

# Participants' Organizations

Marketing Manager  
MARO  
Marsh & McLennan Agencies  
Marsh & McLennan Agency  
McAfee  
McLaren Health Care  
MDAnderson Cancer Center  
Medaille College  
Memphis Urban League  
Mercedes-Benz Financial Services  
Mercedes-Benz USA, LLC  
Merritt College  
Metropolitan Atlanta Rapid Transit Authority (MARTA)  
Miami University  
Michigan Department of Civil Rights  
Mississippi Power Company  
Montgomery County-Environmental Services  
Motorola Solutions  
MS Creative Group  
MSF-USA/Doctors Without Borders  
Myrtle Consulting Group  
NA  
National Diversity Council  
National Security Agency  
National Security Agency Texas  
Nationwide Insurance  
NDC  
NeighborWorks America  
New Jersey Resources  
New Jersey State Bar Association  
NiSource  
Nissan North America  
Nova Southeastern University  
NRG Energy, Inc  
NSA  
NSBE  
Ohio Bureau of Workers Compensation  
Ohio Health  
Panasonic  
Parker Aerospace  
Pfeiffer University  
Philadelphia Energy Solutions  
Phillips 66  
Pioneer Natural Resources  
Planned Parenthood of Illinois  
Pratt & Whitney  
Premier Health  
Premier Health/Atrium Medical Center  
Pricewaterhousecoopers  
Race Matters for Juvenile Justice  
Randstad North America  
Randstad Sourceright  
Ritchie Bros  
Round Rock Independent School District  
RTI International  
Rubia Wine Cellars  
Rutgers Business School, Rutgers University  
SAIF corporation  
Sam Houston State University  
SAP  
SAS Marketing & Management  
School District Of Lee County  
SchoolsFirst Federal Credit Union  
Setche Consulting  
Seton Healthcare Family  
Siemens PLM Software Inc.  
Sims Recycling Solutions  
Sm Houston State University  
Sodexo  
SOS International LLC  
Southeastern Grocers, Inc.  
Southern California Edison  
Southwest Airlines  
Speak With A Geek  
Sprioc, LLC  
Stand for Children  
Stanford HealthCare  
Stetson University College of Law  
Straz Center  
SunTrust Banks, Inc.  
Supportive Concepts for Families & Alvarium Healthcare  
Sysco  
Sysco Corporation  
Tampa General Hospital  
Tarrant County College District  
TBD  
Teachers Retirement System  
Tech Data Corporation  
Techees Recruiting  
Temple Health (Fox Chase Cancer Center)  
Texas Diversity Council  
The Auto Club Group (AAA)  
The Center for Health Affairs  
The Coca-Cola Company  
The Health District of Northern Larimer County  
The Home Depot  
The National Conference for Community and Justice of Greater Dayton, Inc. (NCCJ of Greater Dayton)  
The Ohio State University  
The People Company LLC  
The University of Chicago  
The University of Phoenix and The University of San Diego  
The Walt Disney Company  
Third Judicial Circuit Court  
Thomas Jefferson University  
Toyota Motor North America  
Transit Authority of River City  
TransUnion  
Trinity Health  
UCB Inc.  
Unconfined Life  
United Road  
United States Dept. of Agriculture/CRCMO  
University Central Florida  
University of California - Berkeley-HAAS  
University of Cincinnati  
University of Houston-Downtown  
University of Kentucky/Unconscious Bias Initiative  
University of Michigan  
University of North Texas System  
University of Phoenix  
University of Tampa  
UNT Health Science Center  
UNT Health Science Center at Fort Worth  
UNT System HR  
UNT System Human Resources  
USAA  
USTA Southern  
UT MD Anderson Cancer Center  
UTSA  
Vertex Solutions Group  
VIA Metro Transit  
VITAS Healthcare  
Vulcan, Inc.  
Wawa, Inc.  
Wayne State University  
Weatherford Intl  
Wellcare Health Plans  
Western Area Power Administration  
WJBK Fox 2 Detroit  
WSU School of Medicine  
Xcel Energy  
Young's Market Company  
Zappos  
Zurich Insurance Company & University of Phoenix

# Testimonials

Life changing! Career motivating! I've already started adopting what I learned into our D&I plans!

*Public Affairs/D&I Manager  
H-E-B*

What an amazing experience! Now it's the time to champion what I learned at my organization.

*Inclusion, Culture & Leadership  
Southeastern Grocers*

Big thanks to the trainers and all of the participants who shared valuable experience, authentic insights that I'll always keep with me.

*SVP, Inclusion & Diversity Strategy Enablement  
Truist*

Excellent certification training class where I learned, engaged, and connected with some amazing men and women in this space! Our trainers and speakers were phenomenal. I can't wait to share my knowledge and encourage my network to also embark on this certification journey.

*Global Product Management  
The Coca-Cola Company*



# Diversity Domains

## Diversity Domain 1: The Business Case for Diversity and Inclusion\*

### Module 1: The Evolution of Diversity and Inclusion

- Equal Employment Opportunity and Affirmative Action
- Current Protections
- How Do They Differ?
- Dimensions of Diversity
- What is Diversity?
- Systems of Inclusion
- Leveraging D&I for Innovation and Creativity

### Module 2: Trends Driving the Business Case for D&I

- Changing Demographics
- Buying Power
- Talent/Skill Shortages
- Globalization and Technology
- Employee Expectations

### Module 3: The Multigenerational Workforce

- The Multigenerational Workforce
- The Millennial Generation: Definition of D&I
- The Millennial Generation: Employee Experience in the Workplace
- Module 4: Video and Discussion

# Diversity Domains

## Diversity Domain 2: Cultural Competence\*

### Module 1: Culture and Elements of Culture

- Culture
- Elements of Culture
- Video and Discussion
- Ethnocentrism and Cultural Relativism

### Module 2: Unconscious Bias, Impact, and Approaches for Reducing it

- Knowing Yourself: Do You Have a Bias in Business?
- Impact of Unconscious Bias in the Workplace
- Video and Discussion
- Top 10 Ways to Combat Unconscious Bias in the Workplace
- Module 3: Micro-Inequities in the Workplace
- What Are Micro-Inequities?
- Cumulative Effects of Micro-Inequities

### Module 4: Cultural Competence: A 21st Century Competitive Advantage

- Cultural competence Defined
- 10 Cultural Competencies that Support Inclusion
- Cultural Competence and Competitive Advantage
- Cultural Competence Assessment

# Diversity Domains

## Diversity Domain 3: Measurement and Accountability\*

### Module 1: The Why, What, and How of D&I Measurement

- Why Measure
- What to Measure
- How to Measure
- The Diversity and Inclusion Scorecard
- Key Performance Measures
- Key Requirements for the Road to Results
- Designing and Developing a Targeted D&I Scorecard
- What Makes a Scorecard Successful?

### Module 2: Accountability for Success of D&I Efforts

- Who is Accountable?
- Case Study
- Module 3: Case Studies

## Diversity Domain 4: Inclusive Leadership\*

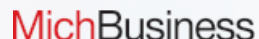
### Module 1: Inclusive Leadership, Traits, and Behaviors

- What is Inclusive Leadership?
- Video and Discussion
- Inclusive Leadership Behaviors
- Module 2: Strategic Diversity Leadership
- Leadership as a Critical Change Factor
- The Role of the Chief Diversity Officer
- What are the Pathways to the CDO Role?
- The Role of the Chief Executive Officer
- Video and Discussion: Diverse Teams Give You the Best Thinking
- Calls to Action for Leaders in a Post-Obama Era

### Module 3: DiversityFIRST™ Leadership Series

- Guest Speakers

# Sponsors



# Fees

## On-site

|  |               |
|--|---------------|
| 5-day on-site classroom participation (see <a href="#">Curriculum Outline</a> )        | \$5,550       |
| Access to <a href="#">DiversityFIRST™ Toolkit</a> and DiversityFIRST™ Graduate Network | included      |
| CDP Examination Fee  | \$450         |
| <hr/>  |               |
|  | Total \$6,000 |
| Note: National and State partners receive a \$1,000 discount                           |               |

## Virtual

|  |               |
|--|---------------|
| 5-day virtual classroom participation (see <a href="#">Curriculum Outline</a> )        | \$5,050       |
| Access to <a href="#">DiversityFIRST™ Toolkit</a> and DiversityFIRST™ Graduate Network | included      |
| CDP Examination Fee  | \$450         |
| <hr/>  |               |
|  | Total \$5,500 |
| Note: National and State partners receive a \$1,000 discount                           |               |



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