

CADIA Accelerator Certification Program

Informational Session
July 23, 2024



CADIA

CADIA Accelerator DEI Certification Program

12-week Diversity, Equity & Inclusion (DEI)
Certification course

Structured opportunity for automotive
industry professionals to learn DEI best
practices, solve complex organizational
challenges and build a DEI professional
network



INTRODUCTIONS

Who should participate?



All formal - and informal - DEI practitioners



People leaders, or those about to lead teams



Participants completing the program will receive DEI Certification from CADIA.

Program Objectives



The fundamentals of DEI, how to mitigate bias in talent systems and what it means to be an inclusive leader.



Building and implementing a DEI strategic plan.



Identifying best practices to advance DEI in organizations.



Analyzing and assessing complex industry and organization DEI challenges.



Co-creating innovative DEI solutions and approaches.



Building meaningful connections with DEI practitioners and subject matter experts.



CADIA Accelerator DEI Certification Program

Program Structure

The cohort will meet weekly for 90 minutes - 2 hours over the 12 weeks.

The instructor led conversations will explore themes, share global benchmarks in DEI, and focus on the practical application of DEI principles and best practices in the workplace.

- Each meeting will include pre-work and reflections.
- Participants should expect to spend an additional 1-2 hours per week outside the scheduled meetings on independent or group assignments and pre-work.

CADIA Accelerator DEI Certification Program

A DEI Community of Practice

- ✓ **An instant and dynamic DEI professional network in the automotive industry.**
- ✓ **Access to online collaboration spaces to continue conversations and share resources between sessions and after the program ends.**

CADIA Accelerator DEI Certification Program

Practical DEI Knowledge

- ✓ **Structured live sessions to collectively process content through interactive activities, exercises and discussions.**
- ✓ **Experienced facilitation by DEI professionals to ensure psychological safety and productive dialogue.**

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Professional Development

- ✓ **Real-time constructive feedback from peers and experienced DEI professionals.**
- ✓ **Practical industry thought leadership and advice from seasoned DEI guest speakers.**
- ✓ **The opportunity to solve real DEI organizational challenges, culminating in a final presentation to the broader CADIA Community.**

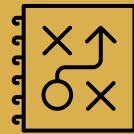
Content Focus Areas

Foundations



1. Plan, Do, Check, Act
2. Back to Basics
3. Change Management

Leadership



1. Leadership Commitment
2. Leadership Accountability
3. Engaging Key Stakeholders

Measurement



1. Assess the Current State
2. Align on What Success Looks Like
3. Metrics That Matter

Implementation

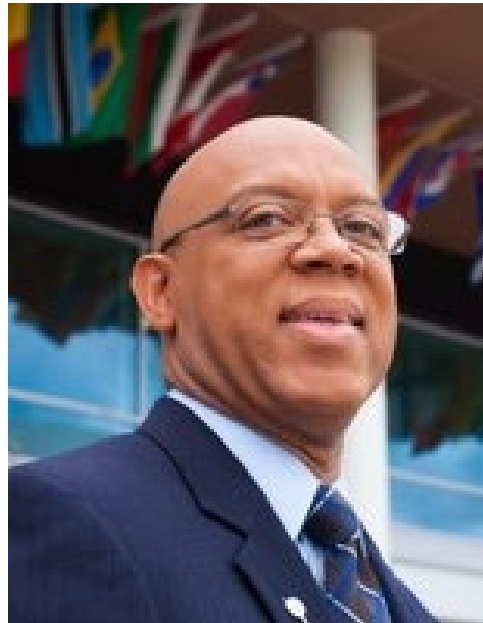


1. Finalize and Implement Strategy
2. Pilot Initiatives
3. Evaluate and Improve

Your Facilitators



[Lisa D'amore](#)
VP DEI, CADIA

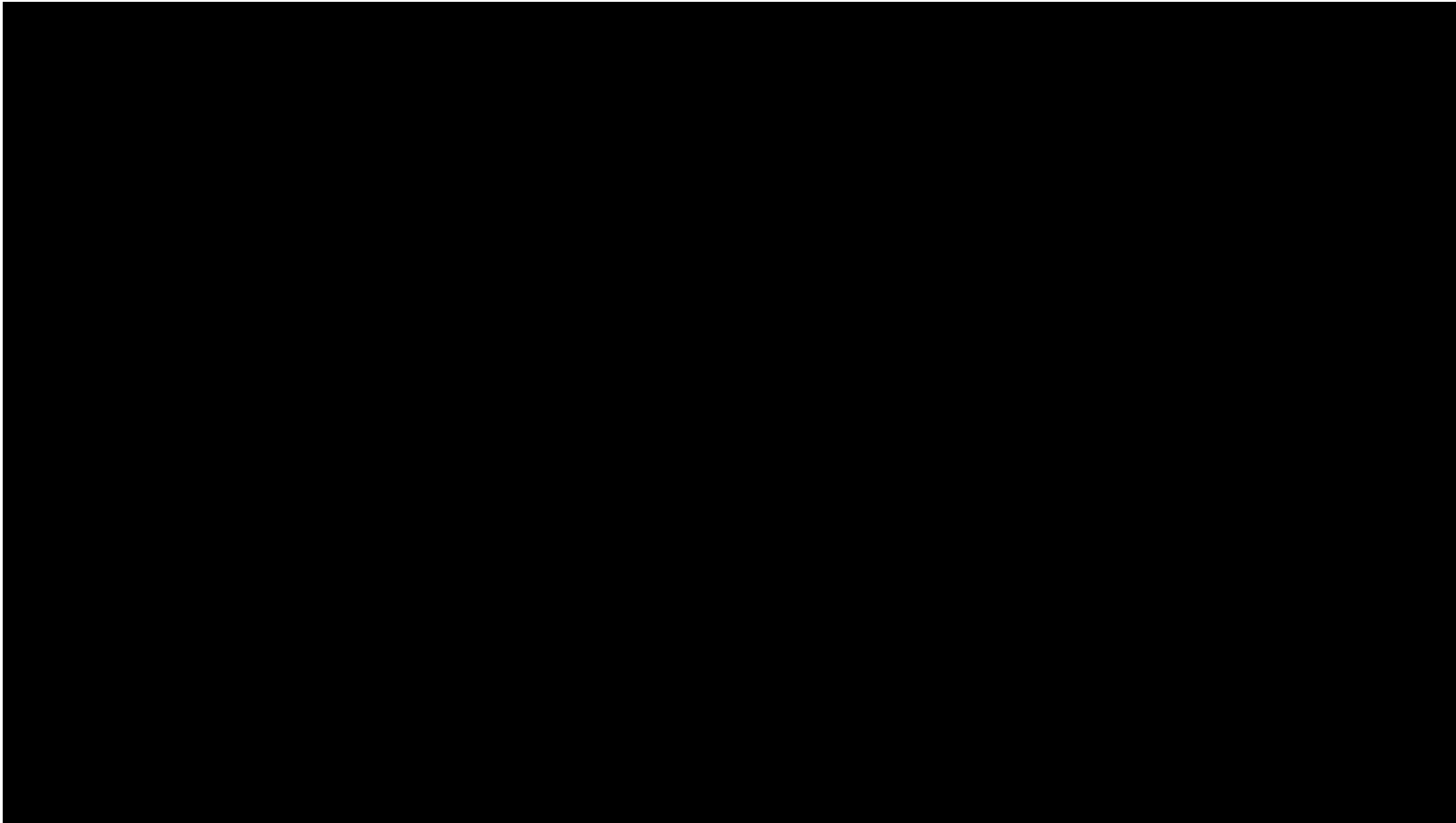


[Ron Harvey](#)
Facilitator and Coach
CADIA



[Cheryl Thompson](#),
Founder and CEO,
CADIA

Voices from Accelerator Participants



Program Timeline

Live weekly sessions planned for
Thursdays 9-11 am ET
Optional "office hours" are held after each
session

Ongoing - Applications due and acceptance
communicated

September 19- Program kick-off (orientation)

*Cohort meetings will run for 12 (skipping Nov. 28)
consecutive weeks at the same day and time each
week.*

December 12

Final sessions – Graduation!



Program Investment

Includes instruction, cohort community, all materials

CADIA Members: \$3500.00

CADIA Non-Members: \$4000.00

***CADIA offers scholarships to ensure financial access. If cost is a barrier to participate, please apply for a scholarship.*

Organizations with DEI Leadership

20% lower attrition rates

27% higher profitability

39% higher productivity

29% increase in collaboration
and decision-making

Program Outcomes for You

Ability to develop DEI Strategic Initiatives and to enroll others in the learning journey

Gain visibility and recognition in your organization

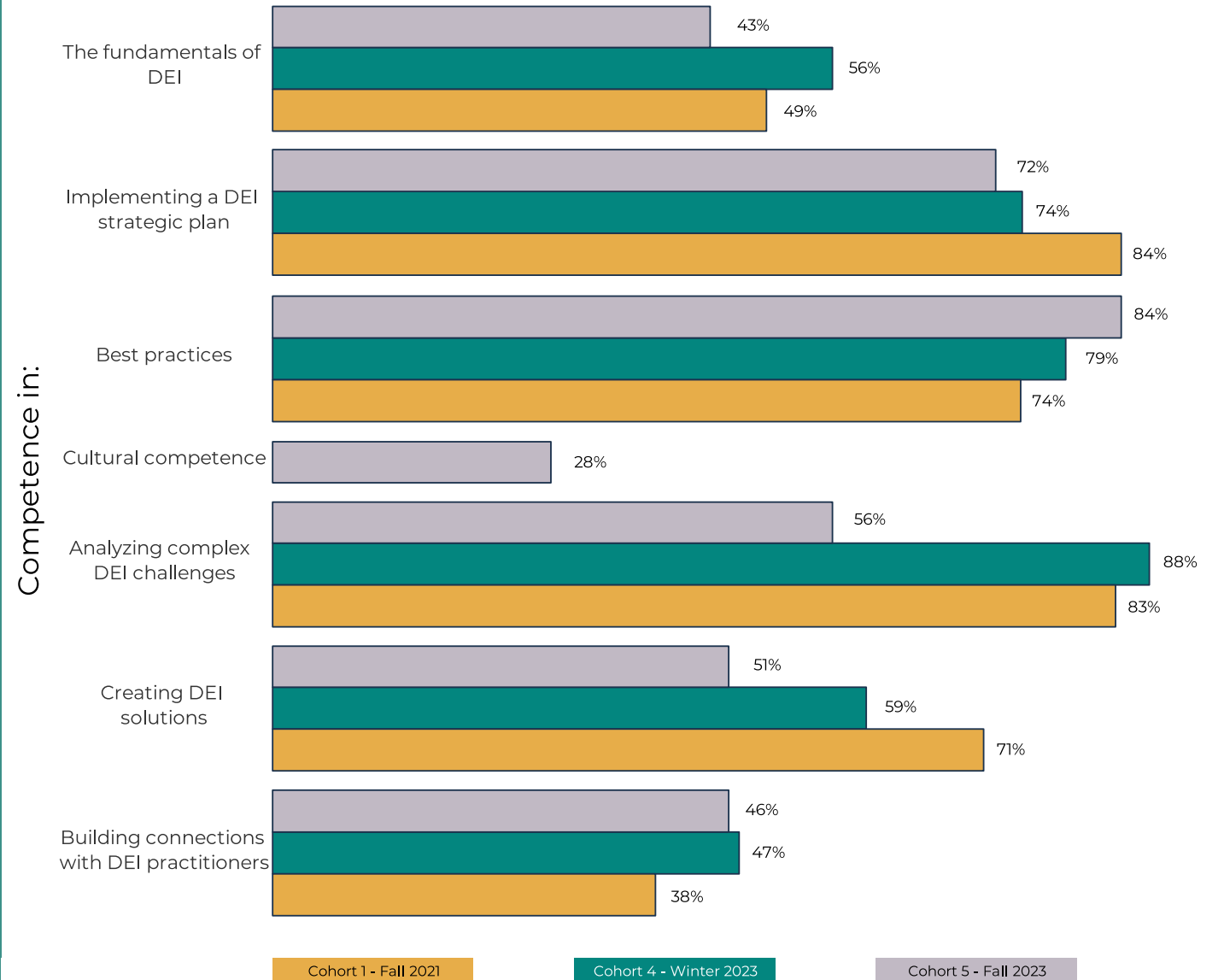
Increase your cultural competency

The ability to set your organization up for meaningful change and sustainable results

Increase your confidence in having DEI conversations, addressing questions and resistance in your organization

Program Outcomes

PARTICIPANT DEI COMPETENCE SIGNIFICANTLY INCREASED





Capstone Project Examples

DEI Value Chain
Playbook

How to Develop a DEI
Roadmap

DEI Onboarding
Framework in
Manufacturing

DEI Manufacturing
Resource Guide

DEI Toolkit for Middle
Managers

DEI Conversations with
Leaders

Pathways for
Maintaining DEI
Integration &
Sustainment

So You've Launched an
ERG, Now What?!: A
Centralized ERG Ease of
Access Resource

Making The Ask

Common Pitfalls

- ✓ **Not asking**
- ✓ **Asking over email**
- ✓ **Asking only one person**
- ✓ **Taking the first “no” as the final answer**
- ✓ **Asking from a position of a personal favor**

Tip #1

Shift Your Mindset

- ✓ **Win-win-win mindset**
- ✓ **Clarify your goal and how it overlaps with your sponsor's goals**
- ✓ **Create a list of potential sponsors**
- ✓ **Talk to others who have received funding for a similar program**
- ✓ **Role play your pitch with a buddy**

Tip #2

Make a list of Potential Sponsors

- ✓ **HR**
- ✓ **Training and Development**
- ✓ **DEI Office**
- ✓ **Your Manager**
- ✓ **ERG Executive Sponsors**
- ✓ **Marketing and Communications**
- ✓ **Talent Acquisition**

Tip #3

Be Strategic in Your Approach

- ✓ **Send an email to set up a meeting time**
- ✓ **Do not make the ask in an email**
 - **Example: “I just attended (insert inspirational event) and I am super excited about an opportunity. I would love to chat with you about it briefly. Can we connect by phone, zoom, visit your office on (time/date)?”**
- ✓ **The Key: short and sweet and an easy commitment to a conversation**

Tip #4

Be Prepared to Explain

- ✓ **Why you're excited about the program**
- ✓ **What it is and the benefits of the program**
- ✓ **The outcomes you expect to get**
- ✓ **How you will bring what you learn back to the organization and benefit others (win-win-win)**

Tip #5

Be Prepared to Respond to Common Objections

- ✓ **Sounds great, but it isn't in the budget**
- ✓ **I've never heard of this program – is this legit?**
- ✓ **We already provided a DEI training course**
- ✓ **“Why can't you learn it on your own or you don't need it” – “you're doing great!”**

Tip #6

Your Approach

- ✓ **Expect a conversation**
- ✓ **Your energy matters as much as your words**
- ✓ **Pay attention to your posture and body language**

Tip #7

Ask Again

- ✓ **Don't be discouraged if you don't get a yes the first time. It may take a few separate asks before you succeed.**
- ✓ **Be patient, be calm and keep asking.**
- ✓ **The first time around you will get insight into the objections.**
- ✓ **Keep bringing back learning from the CADIA DEI Roundtables/Councils and CADIA Connects.**

Tip #8

Ask us for Help

- ✓ **Materials for your decision-maker**
- ✓ **We're happy to provide references or speak with them directly if needed**

#1

PREPARING TO MAKE THE ASK

- Get yourself into the “win-win-win” mindset
- Identify what you want and how it overlaps with the organization’s goals and priorities
- Talk to others who have had success getting approval for a similar program
- Make a list of potential sponsors
- Practice your pitch

#2

BE STRATEGIC IN YOUR APPROACH

- Set up a time to meet
- Be prepared to explain what the Accelerator DEI Certification Program is and what CADIA is
- Create responses to common objections
- Keep yourself in the “win-win-win” mindset

#3

FOLLOW UP

- If your sponsor says “Yes, or I see the value in this and will put in a budget request”, send an email to document the agreement
- If your sponsor says “maybe”, send an email with a formal request with a link to the DEI Accelerator Program page and supporting materials.
- If your sponsor says “no”, send a thank you email with information about The DEI Accelerator Program and CADIA as background information for a future ask, and then go to the next person on your list.

6

STEPS FOR GETTING BUY IN FOR Accelerator DEI Certification Program

#4

ASK AGAIN

- Identify objections, and then assess and adjust
- Remember there are several places to look for sponsorship
 - HR
 - Training and Development
 - ERG
 - Your Manager
 - DEI Office
- Be patient and keep asking

#5

AND THEN ASK AGAIN

- Keep the conversation going
- Bring back your learnings from CADIA Connects, the DEI Roundtable or other DEI Forums
- Don’t get discouraged
- It may take multiple asks, different approaches or different sponsors before you receive support

#6

LET US SUPPORT YOU

- We want to help you be successful
- We have resources that can help:
 - Making the Ask Template
 - Information on the Business Case for DEI
- Stay connected with us through the process

For Full Information
and to Apply



cadia.org/dei-accelerator-program