

CADIA DEI Accelerator: DEI Certification Program for Automotive Industry Professionals

Overview



CENTER FOR AUTOMOTIVE DIVERSITY,
INCLUSION & ADVANCEMENT

CADIA DEI Professional Certification Program

13-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

Who should participate?



All formal – and informal – DEI practitioners.



People leaders, or those about to lead teams, are encouraged to apply.



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 organizational DEI challenges.



Co-creating innovative DEI solutions and approaches.



Building meaningful connections with DEI practitioners and subject matter experts.



CADIA DEI Professional Certification Program

Program Structure

The cohort will meet weekly for 90 minutes over the 13 weeks, with an optional 30 minutes “office hours” session.

- 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 DEI Professional 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 DEI Professional 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.**

CADIA DEI Professional Certification Program

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 CADIA Community.**

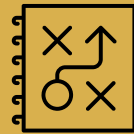
Content Focus Areas

DEI Foundations



1. The Basics
2. The Business Case
3. Success Factors

Strategy Development



1. Getting Started
2. The Essentials
3. Tools

Retooling Talent Systems



1. Systemic Approach to Talent Acquisition
2. Growth and Development for All
3. Every Leader Has a Role to Play

Inclusive Leader Tools



1. Developing Inclusive Leadership Behaviors
2. Courageous Conversations
3. Shared Learning Communities

Content Focus Areas

DEI Basics	Diversity
	Equity
	Inclusion
DEI Value Proposition	The Case for Change
	3 P's - Performance, Productivity and People
	The Case for DEI
Foundation	Systems Change
	Vision
	Leadership Commitment
	Structure
Success Factors	Change Management
	Center Historically Excluded Employees
	Leadership Accountability
Bridging	Assessment 1
	Assessment 2
	Communication
	Learning & Sustainability
Goals & Metrics	Setting Goals
	Measurable Metrics
	Implementation & Evaluation
	Case Studies

Talent Acquisition	Unconscious Bias
	Sourcing & Recruiting
	Interviewing & Selection
Retention & Advancement	Onboarding
	Development & Engagement
	Performance Management
	Promotion & Advancement
Talent Management	Total Compensation
	Workforce Planning
	Separations
	Talent Best Practices
Cognizance & Curiosity	Develop Inclusive Leadership Behaviors
	Curiosity
	Cognizance
	Microbehaviors
Cultural Intelligence & Collaboration	Cultural Intelligence
	Collaboration
	Inclusive Language
	Shared Learning Communities
Courage & Commitment	Courage
	Commitment
	Actions YOU Can Take to Foster Inclusion
	Actions YOUR ORGANIZATION Can Take

Your Facilitators



[Paige Robnett](#), DEI
Strategist and Advisor
to CADIA



[Ron Harvey](#)
Facilitator and Coach
CADIA



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

Program Requirements

Attendance at at least 11 out of 13 live sessions

Watch the meeting recordings for any missed sessions

Complete all homework in advance of each meeting

Active participate in capstone team project

A Word About Pework

Homework is required for each session. It consists of video instruction, readings and videos such as Ted Talks

Expect 1 - 2 hours of prework weekly

Complete all homework in advance of each meeting

Pre work is published in advance so you can move ahead if you have time

Fall 2022 Program Timeline

Live weekly sessions planned for
Fridays from Noon – 1:30pm ET
The orientation session is noon – 2
p.m. ET.

Optional "Office Hours" are held from
1:30 – 2 p.m. on regular meeting days

Ongoing:

Applications due

Ongoing:

Program acceptance communicated

Sept. 9:

Program kick-off (orientation)

*Cohort meetings will run for 13 consecutive
weeks at the same day and time each week*

Dec. 9:

Final session – 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

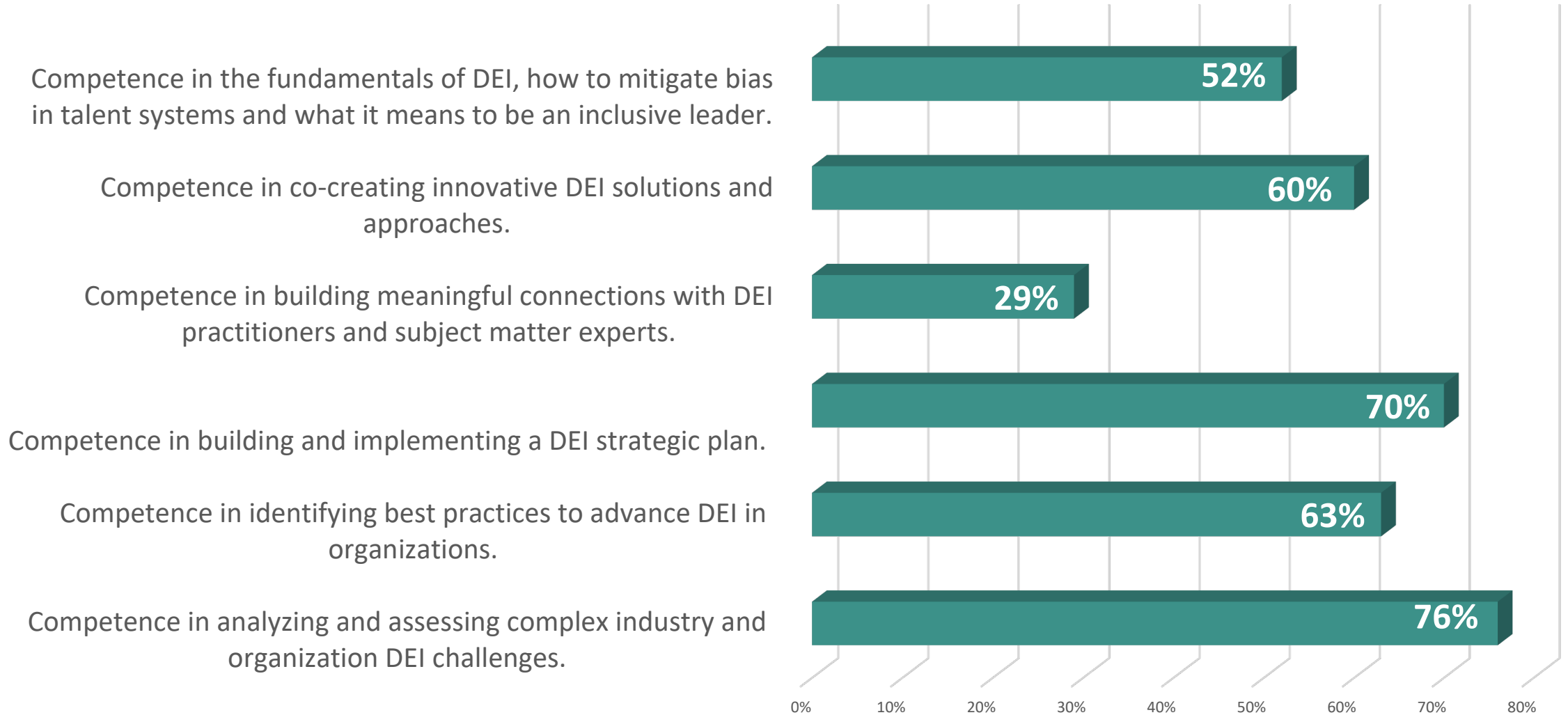
Gain visibility and recognition in your organization

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 Results



Fall 2021 Participant DEI Competence Significantly Increased

Capstone Projects

Team 1 DEI Value
Chain Playbook

Team 2 How to
Develop a DEI
Roadmap

Team 3 DEI
Onboarding
Framework in
Manufacturing

Team 4 DEI
Manufacturing
Resource Guide

Team 5 DEI Toolkit
for Middle
Managers

Team 6 Focus on
the Frozen Middle

Team 7 Allyship
Toolkit

Team 8 Cultivating
a Personal Value
Proposition

Team 9 Pay Audit
Road Map

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'll get insight into the objections.
- ✓ Keep bringing back learning from the CADIA DEI Roundtables/Councils and CADIA Connects.

Tip #8

Ask us for Help

- ✓ **Template for follow-up written requests**
- ✓ **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 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 Certification Program page and supporting materials
- If your sponsor says “no”, send a thank you email with information about The DEI Certification Program and CADIA as background information for a future ask, and then go to the next person on your list

#4

ASK AGAIN

- Identify objections, 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

6 STEPS FOR GETTING BUY IN FOR THE DEI ACCELERATOR PROGRAM



For Full Information and to Apply

automotivediversity.org/dei-accelerator-program