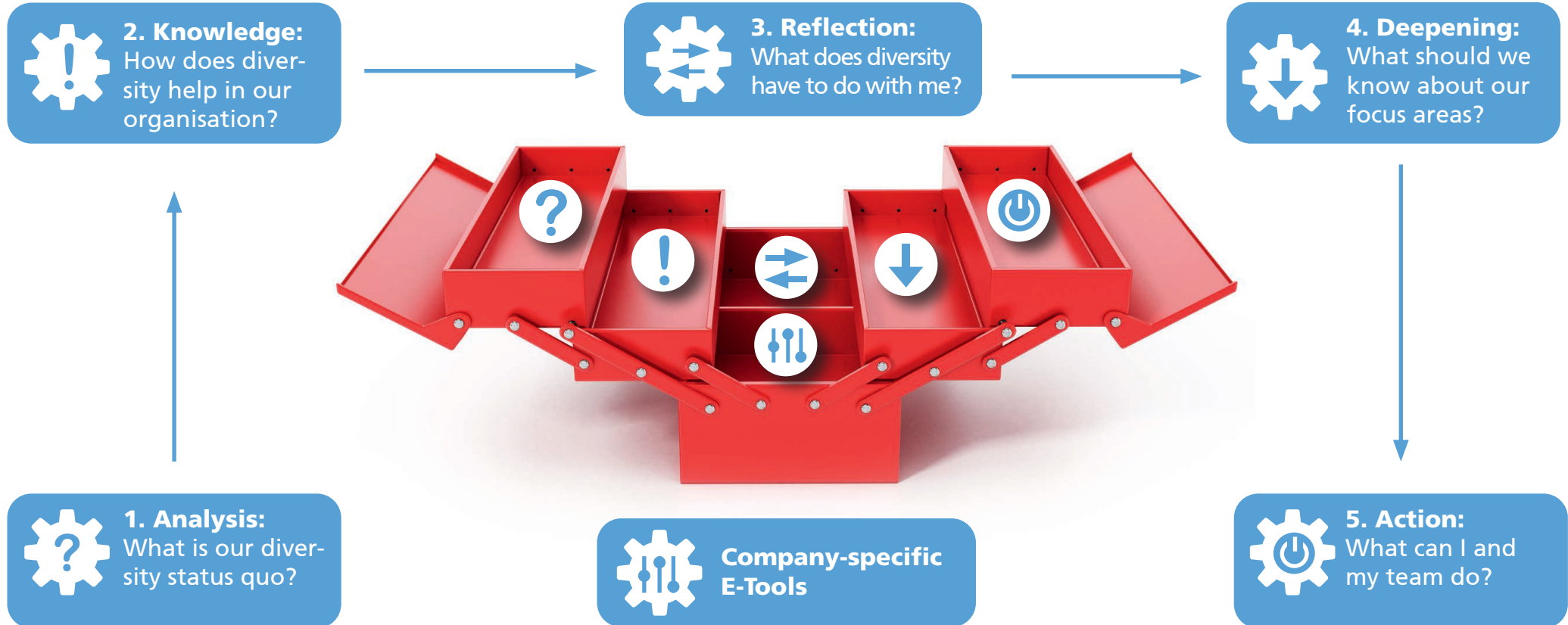




E-Toolbox Diversity: Diversity goes online



In our E-Toolbox Diversity you will find innovative online tools to push your diversity management. Simply choose the type and number of E-Tools according to the needs in your organisation – be it unconscious bias, gender or inclusion. The E-Tools provide support for every step in the change process from analysis to action. The E-Tools go beyond front-of-class teaching such as online presentations and podcasts and are instead based on real interaction. The E-Tools include for example self tests, online exercises, group discussions, dialogue formats and team action plans. A communication kit helps to introduce and explain the E-Toolbox.

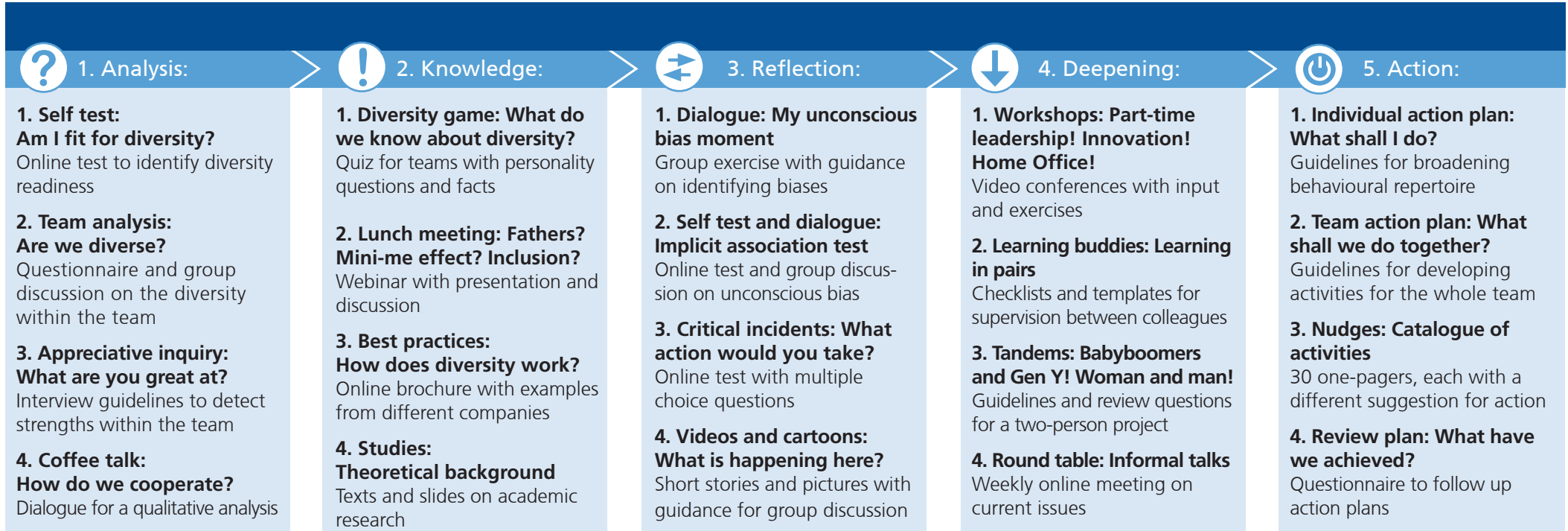




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You can choose from the following E-Tools, depending on your organisation's needs. We recommend two tools for each step if you are starting with diversity management. Practitioners focus on the next step that is necessary. The E-Toolbox Diversity can be extended anytime.



Parallel: Company-specific E-Tools:

1. Tone from the top:

Why I am personally convinced by diversity

Video message from the CEO with a strategic argument and an appeal for all

2. Business case:

Why we need diversity in our company

Animated presentation with the facts, goals and plans of the organisation

3. Diversity poster and giveaways:

To touch and remember

Visual and tactile items to remember diversity



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Example 1:



First step – Analysis

Self test: Am I fit for diversity?

Online test to identify diversity readiness



Example 2:



Third step – reflection

Videos and cartoons: What is happening here?

Short stories and pictures with guidance for group discussion

Am I fit for diversity?

I spend time with people who are different to me (e.g. lunch, break).

often sometimes rarely

I listen to the concerns of others and try to understand.

often sometimes rarely

I am curious and want to learn more.

often sometimes rarely

Ken Tanaka: What kind of Asian are you?

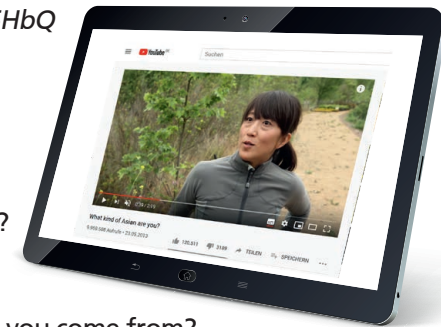
Watch the video on <https://youtu.be/DWynJkN5HbQ>

Part 1: Answer the following questions:

- Why does the 'real American' ask the jogger where she comes from?
- Why doesn't the answer satisfy him?
- How does the jogger feel about this question?
- What role does cultural identity play?
- Where do you see stereotypes?
- How would you answer the question of where you come from?
- How would your colleagues answer this question?

Part 2: Discuss in your next team meeting:

- What do I think about this video and its message?
- Which cultural identities do we have here in our team?
- How does the individual experience stereotypes that are projected on him/her?
- What do you take as a team from this discussion?





Dr. Petra Köppel Synergy Consult

We are a diversity consulting company in the heart of Europe with over 10 years' experience in D&I training, and were one of the first institutes to develop digital learning formats. Our diverse team of instructional designers and e-learning specialists can draw on a wide range of expertise and backgrounds.

We support our clients to increase their competitiveness, customer focus, innovative capability and employer attractiveness via D&I.

Our clients include McDonald's, Volkswagen Services, Siemens, MAN, Novartis, EnBW, Roche, Diehl, KfW, Siltro nic, ERGO, DEG, Talanx, Atlas Copco, Bundeswehr, Coca-Cola, FreeNow (MyTaxi) and many more. We also collaborate with CEOs of multinational companies to exchange best practices in our 'Synergy by Diversity' network.



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