ICARUS

Diversity, Equity, and Inclusion:

The Icarus Approach

Intentionally building a culture where employees and leaders embrace diversity and inclusion can have tremendous benefits for any organization doing business in an increasingly globalized economy.

With improved engagement, innovation, and a variety of business results, a culture of this nature provides a definite competitive advantage that makes customers want to work with you, and employees want to work for you.

Forward-thinking company leaders believe that their organization's workforce should reflect the customers they serve and the communities they operate in. Therefore, it's becoming increasingly common for organizations to make diversity and inclusion a corporate priority — and with good reason. The benefits of creating a company culture where everyone feels valued, respected, and included improves not only recruitment and retention but also impacts the customer experience and the bottom-line results.

Addressing diversity and inclusion within an organization can't be a stand-alone initiative. It's critical to create a culture of diversity and inclusion that supports the company's business goals. Embracing inclusion enables people to do their best work and work together more effectively on diverse teams. Diversity and inclusion help create a positive, productive, innovative workplace.

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THE DIVERSITY AND INCLUSION BUSINESS CASE

Diversity is about who you have working for you, while inclusion is creating a culture of trust and belonging that enables every individual to maximize their contributions — and organizations must strive to provide both to gain a competitive advantage. Here is what the research indicates about companies that achieve diversity and inclusion:

58% One study found that employee engagement and inclusiveness are connected. It found that the combination of employee engagement and gender diversity resulted in up to 58% higher financial performance.[1]

75% 75% of workers support or actively support their organizations acting to create a workplace which is diverse and inclusive.[2]

80% Inclusive teams outperform their peers by 80% in team-based assessments.[3]

87% Inclusive teams make better decisions 87% of the time — and make them twice as fast.[4]

67% 67% of job seekers say that a diverse workforce is essential to them when evaluating a job offer.[5]

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The data is clear: diversity and inclusion are good for business. Achieving both contribute to a robust bottom line, makes companies more innovative and change-ready, and helps organizations to attract and retain top talent. An embedded approach to diversity and inclusion provides a definite competitive advantage and separates top-performing companies from their lower-performing peers.

To reap the benefits of being a diverse and inclusive organization, and to become one where everyone feels like they belong, requires a shift in the behaviors of every employee – from senior leaders to the frontline. D&I cannot be a “check the box” activity. It needs to drive real change in the way employees appreciate individual differences, recognize their own biases and are committed to personally ensuring that the environment they create values diversity, and is inclusive for all.

Given the nature of this topic, it is ideal to partner with a D&I game changer like Icarus Consulting who will roll up their sleeve and work alongside you to develop and deliver a personalized solution that perfectly suits the need of your business.

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THE ICARUS APPROACH TO DIVERSITY AND INCLUSION

After nearly 20 years as an experienced partner to organizations of all sizes, industries, and needs, our secret sauce is our expertise and experience. When you partner with Icarus Consulting, the road to a diverse and inclusive culture is crafted with your input. From enhancing culture with our Inclusive Leadership programs to developing a holistic diversity and inclusion strategy for your organization, we work closely with you to deliver the right solution to advance your business goals.

Build a Culture of Diversity and Inclusion

Becoming a diverse and inclusive culture is not an initiative that can happen within a silo or be delegated only to your Human Resources department. It is an organization-wide strategy that requires the support and engagement of every employee and must be modeled by leaders across the entire organization. It is a strategic initiative that must be an integral part of the organization's business strategy, one that aligns a multitude of decisions needing to be made and executed with this goal in mind.

Building a culture focused on diversity and inclusion will not happen with a 1-day training program. It's a shift in the organizational mindset that will require time, resources, business strategy alignment, and sustainability to make it a reality. To do so will require nothing less than a unique solution for your organization that provides ongoing support, training, and reinforcement.

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Implement Inclusive Leadership Training

Icarus Inclusive Leadership programs are customized to your unique needs to ensure that the content resonates with the realities of your workplace. Participants will learn what it means to understand and appreciate individual differences, become aware of their own biases and how to manage them, and the role they each play in creating an inclusive culture.

Develop a Custom Solution for Your Unique Need

No matter your development needs, or level of support, we can create a solution to meet your organization's specific diversity, equity, and inclusion goals. Whether it is a one-day diversity and inclusion program, or the development of a diversity and inclusion strategy, we have the resources, tools, and expertise to ensure your success.

Increase D&I Awareness of Your Employee Resource Groups and D&I Councils

Our ERG Leadership Academy™ and D&I Council Bootcamp™ are the ideal programs to enhance diversity, equity and inclusion awareness across a broad group of employees which ensures they are all hearing the same message and having a shared experience. With Icarus Consulting D&I training programs, our team of events experts will help enhance your D&I strategy in an experiential way that truly achieves an inclusive culture.

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BUT DON'T TAKE OUR WORD FOR IT: WHAT OUR CLIENTS AND PARTNERS HAVE TO SAY ABOUT ICARUS CONSULTING'S APPROACH TO DIVERSITY, EQUITY, AND INCLUSION

"In my over 20 years of experience as a diversity and inclusion executive as well as in human resources, business, and university education, **I had yet to find a program that could truly change behavior and transform corporate culture for the better**. That was until I had the honor of partnering with Icarus Consulting on a training program that will change the game of diversity, equity, and inclusion training for businesses around the globe. The real differentiator of Icarus Consulting's approach to diversity, equity, and inclusion training is their signature experiential methodology.
Not only does it provide knowledge and skills, but it raises awareness and an understanding that builds conviction within every leader and employee to create a truly diverse and inclusive culture."

Karen Ashley
CDO, American Electric Power

"The custom diversity, equity, and inclusion program that was created for our employees by Icarus Consulting were **more than I could have ever imagined**. The feedback we've received has been extremely positive. It may only be the beginning, but this program is making a positive impact on the culture, employees, and customers at Cleco."

Normanique Preston, Vice President of Human Resources
Cleco

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"The decision to strategically partner with Icarus Consulting to build and deliver a diversity, equity, and inclusion program that indeed raises awareness and encourages change has **exceeded all our expectations**. As partners, we created a training program that was authentic and relevant to a continuously changing workforce, which works to improve cultures in a positive direction. The ability to customize content and materials based on the exact needs of clients shows the agility and competitive advantage of the firm. The Icarus Consulting team gets it!"

Karen Nelson
Director of Diversity
City of Appleton, Wisconsin

"Icarus Consulting's approach to diversity, equity, and inclusion training is genuinely comprehensive and exceeded my expectations. **Not only could you tell the content and materials were customized to the reality of our employee,** but the facilitators who presented the content were dynamic, sensitive, and went above and beyond to make it engaging and personally relevant to the client's day-to-day experience."

Al Hill, Director of Diversity & Inclusion
Milwaukee Center for Independence

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THE ICARUS CONSULTING POINTS OF DIFFERENCE

An incredibly thoughtful and practical training and development solution can be transformative. At Icarus Consulting, we will partner with you to achieve that through a highly useful and experiential solution that suits your needs. With 30+ years of experience, a comprehensive suite of solutions, an extensive content library, and a world-class team, nearly anything is possible.

The Learning Experience

An Icarus Consulting solution is always founded on our experiential methodology, which makes it, unlike anything you or your employees have experienced before. This hands-on approach builds conviction, and an understanding of the benefits of a diverse and inclusive culture, as well as equips participants with the skills they need.

It is then our world-class facilitators who bring the learning to life. Each one thoroughly trained and carefully selected, they can successfully navigate this subject to ensure the best possible experience and results. During the training session, the facilitator will also be able to recognize which topics and skills need more attention and subtly guide the discussion there to ensure that all key outcomes are met.

Practical and Straightforward

We've mastered the practice of turning complex principles into useful tools, models, and approaches that are pragmatic, immediately applicable, and easy to use. Our tools enable participants to walk out of the room and start putting the learning into practice quickly.

Focused on Results

We work to consistently deliver against our commitment to ensure that you reach your training and development goals. Our disciplined, step-by-step process and proven expertise ensure real, sustainable results from training and development investments.

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ABOUT ICARUS CONSULTING

Founded in 2002, Icarus Consulting has earned its reputation as a leader in the development and delivery of business-relevant experiential learning programs that ensure lasting behavior change within an organization. Sustained learning is achievable through an approach that changes behavior and enhances the skills of every employee, and experiential learning is a powerful vehicle to achieve that. It engages and challenges all levels of participants, giving organizations of all sizes and industries an unrivaled competitive edge due to improved workforce performance and productivity.

Our battle-tested expertise, best practices, and experience are what truly set us apart and what, in turn, can set you apart. We change behavior. We help you create the organization you need. Connect with us today to learn more about how we can help you jump-start your journey.

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