

DE&I Leadership Development Course

Inclusion Crowd

WHAT WE ARE ALL ABOUT



"TO ENSURE ORGANISATIONS ARE A REFLECTION OF SOCIETY"

"I set up the Inclusion Crowd out of pure frustration at the current rate-of-change when it comes to Diversity, Equity & Inclusion (DEI).

I honestly refuse to believe that *this* is our best effort or that DEI is being taken seriously enough. I am happy to see DEI as a sector becoming more popular, however I would caution against a false sense of security regarding the current trajectory and timeline; unfortunately DEI has in certain circumstances become a bit of an echo-chamber.

Growing up as a gay Catholic in Northern Ireland during the troubles, has given me a unique insight into what happens when we get inclusion, wrong. It's for this reason I will never prioritise the commercial business-case over the ethical and moral imperative for change.

"I honestly refuse to believe that *this* is our best effort."

At Inclusion Crowd we are passionate about helping our clients benefit commercially from better DEI *and* it is right that they are rewarded and enjoy this competitive advantage. However we don't work with organisations that view DEI as a box-ticking exercise or a trendy marketing ploy.

Being credible and authentic is at the heart of everything we do and let's face it, Inclusion begins at home, right? We love collaborating with talented and interesting people from all over the world, irrespective of social groups or protected characteristics.



Ed Jervis (He/Him)
Founder & Chief Disrupter



Inclusion Crowd

TRIPPLE BOTTOM LINE



SOCIAL VALUE

Not only is the Inclusion Crowd governed by the *International Think-Tank* but we are also a pretty eclectic bunch in our own right. Bringing together psychologists, authors, influencers, writers, academics, researchers, speakers, educators, activists and advocates - we embody our values:

The powerful business case for inclusion:

- **EBITDA / P&L upside**
- **Talent attraction & retention**
- **Increased innovation and agility**
- **Happier more engaged staff**
- **Better client relations**
- **Winning great new business**
- **Social value**

For us the competitive advantage is awesome - but the fact it is ethically & morally the right thing to do, always comes first!



PROFIT SHARE



ENVIRONMENT

We operate an environment of positive challenge, open source collaboration, operational excellence and continual improvement. We actively support our colleagues passions and projects outside of the Inclusion Crowd; because when one of us succeeds, we all succeed!

***"Bottom-line,
inclusion
improves
performance"***



Inclusion Crowd

MEET SOME OF THE TEAM

Our Writers & Contributors...



Revd. Alex Clare-Young
(They/Them)



Dr Ana García Díaz
(She/Her)



Ayodeji Jeremiah
(He/Him)



Dr. Benjamin Brenkert
(He/Him)



Lisa Avery
(She/Her)



Dr Lisa McClain
(She/Her)



Our Principal Inclusion Specialists...



Ash Ahmad
(She/Her)



Ben Pechey
(They/Them)



Carmen Carson
(She/Her)



Denise Creisson
(She/Her)



Dita Sen-Gupta
(She/Her)



Jason Dean Holness
(He/Him)



Jazmin Chamizo
(She/Her)



Jennifer Reynolds
(She/Her)



Lorato Sekwababe
(She/Her)



Dr Lynette Reed
(She/Her)



May Ho
(She/Her)



Oliver Fenghour
(He/Him)



Ripha Begum
(She/Her)

DE&I LEADERSHIP DEVELOPMENT PROGRAMME

Developed by Psychologists

£899

**minimum of 2 people*

WHAT IS THE PROGRAMME?

It is our job to make sure leaders are confident and comfortable when it comes to diversity, equity and inclusion (DE&I). If the organisation does not have authentic and credible buy-in from its leaders, DE&I activity is at best weaker and at worst destined to fail.

BENEFITS OF THE PROGRAMME

- Confidence
- Clarity on future goals and vision
- Motivation to grow
- An understanding of what you feel and why
- An increase in positive emotions
- Feeling ready to embrace future challenges
- Greater empathy within you teams
- Feeling psychologically 'safe'
- Better communication
- A more diverse and inclusive workforce
- Heightened resilience





WHAT WILL BE COVERED?

A deep-dive into how individuals, teams and organisations thrive. It will raise questions, provide research, and offer practical tools to boost wellbeing, achievement, and resilience.

We invites individuals to explore their strengths, values, and passions to secure a positive sense of self and overcome the negativity bias of the brain. You will leave equipped with the tools to become emotionally agile and psychologically flexible. Helping leaders master their thoughts, emotions, and behaviour for the ultimate self-awareness, self- efficacy, and self-confidence, is key to creating a successful inclusive culture.

*"If DE&I doesn't
start at the top,
training is a waste
of time"*

Ed Jervis,
Inclusion Crowd

THE OUTCOME OF THE PROGRAMME

Once the team have co-created this compelling vision, we will ask three very simple questions:

1. Where are we now?
2. Where do we want to be?
3. How can we bridge the gap between the two?

Given Positive Psychology's ability to unite people through common experience, it also provides a perfect lens through which to examine a company's culture of diversity and inclusion.

Basic research on the brain's love of all things familiar will help take away any sense of stigma and shame around current practise, gently but firmly challenging the status quo and inviting individuals to become curious about, empathetic to, and enriched by diverse workforces.



www.inclusioncrowd.com



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