

Diversity, Equity, Inclusion, & Belonging (DEIB)

DEIB Offerings



C O N W A Y
C O N S U L T I N G

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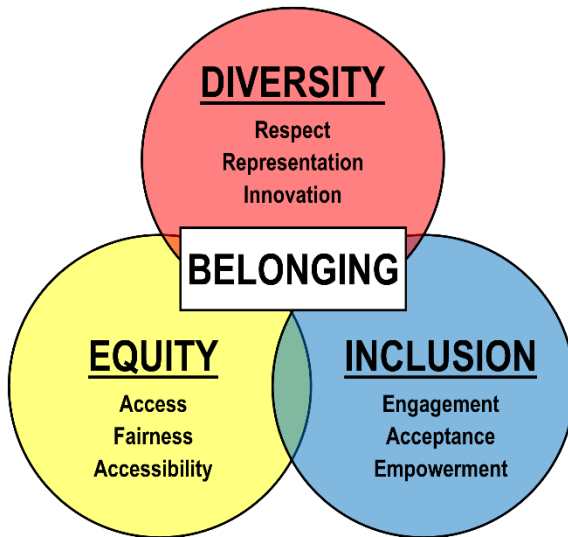
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DIVERSITY, EQUITY, INCLUSION, & BELONGING (DEIB) FRAMEWORK

All Conway Consulting offerings are grounded in a comprehensive DEIB framework - Diversity, Equity, Inclusion, and Belonging.



Diversity is about recognizing, respecting, and valuing our differences. It encompasses a wide range of human attributes and identities, including—but not limited to—race, ethnicity, color, religion, sex, sexual orientation, gender identity and expression, socioeconomic background, national origin, ancestry, ability, genetic information, age, and veteran status.

Equity ensures fair access, opportunities, and tailored support so that every

individual can thrive. A key element of equity is a deliberate and systemic commitment to both access and accessibility. Designing systems and spaces that are accessible to all removes barriers and opens pathways to opportunity - laying the foundation for more equitable organizations. Accessibility removes obstacles; access ensures opportunity. Both are essential to embedding equity into an organization's structure and culture.

Inclusion means ensuring that every voice is welcomed and valued. It's not just about having a seat at the table - it's about feeling seen, respected, and essential to the organization. This leads to true **Belonging**: the emotional experience of being accepted and appreciated for who you are. Belonging is the heart of any authentic DEIB initiative. DEI efforts may create the conditions, but without Belonging, they risk being just lip service with no substance.

People must feel safe to show up as their full, authentic selves. Every team member should have access to the support and resources they need to succeed. They deserve not just an invitation to participate—but to feel genuinely heard, valued, and empowered to thrive within the organization's community and culture.

At Conway Consulting, our goal is to equip organizations with the knowledge, strategies, and tools to build and sustain a culture where everyone feels they truly belong.



HOLISTIC DEIB INTEGRATION

DEIB programs like social events and trainings are important aspects of starting the DEIB journey within an organization. However, in order for organizations to move the needle in a positive way, they must be focused on integrating DEIB holistically into the fabric of the organization. DEIB is critical during recruitment and hiring practices, onboarding and training initiatives, success and promotion opportunities, employee engagement strategies, exiting processes, and more. Conway Consulting can provide organizations with trainings, consultations, and other strategies that can help them truly begin to prioritize DEIB in intentional ways that lead to systemic and long-term success.

DEIB CONSULTANT: AJ CONWAY, M.Ed., CDE



AJ Conway is a Certified Diversity Executive (CDE) through the Society for Diversity, Inc. and the Institute for Diversity Certification, as well as a graduate of the Standards of Professional Practice Institute through the National Association of Diversity Officers in Higher Education. Conway serves as a consultant and trainer for Diversity, Equity, Inclusion, & Belonging (DEIB) initiatives for a wide variety of organizations, and their independent consulting firm is certified as an LGBT-owned Business Enterprise (LGBTBE) and a Disability-Owned Business Enterprise (DOBE). They have a passion and commitment to DEIB, including identity development, data collection and assessment strategies, strategic planning, learning and development, equitable hiring practices, employee resource groups, policy development, and inclusive success and retention initiatives.



PROPOSED WORK PLANS

To integrate DEIB throughout the organization, clients can embark on many different types of engagement activities with Conway Consulting. An overview of possible DEIB offerings is provided below. In addition to what is listed in this proposal, Conway Consulting is prepared to work with staff to adjust the proposed offerings and/or develop additional DEIB projects that will meet the specific needs of the organization.

DEIB WORKSHOPS

These workshops can be offered to leadership, employees, Employee Resource Groups, and other organizational stakeholders. Each workshop can be delivered in-person or virtually. Recordings of the virtual trainings can be provided after the session for an additional fee. Live recordings of the in-person workshops are not recommended and require prior approval from the Consultant.

Diversity, Equity, Inclusion, & Belonging (DEI&B) 101

Diversity, Equity, Inclusion, & Belonging (DEI&B) are critical to the success of organizations across all industries and disciplines. DEI&B can impact recruitment, marketing, employee retention, and so much more. The goal of this workshop is to provide participants with an initial understanding of DEI&B concepts so they may participate in additional workshops that allow for deeper exploration and more specialized topics. Participants will engage in reflections and discussions that will allow them to explore terminology and practical application skills. Concepts include diversity, equality/equity, inclusion/belonging, and important DEI&B terminology.

Active Strategies for Fostering a Culture of Belonging

With emphasis on DEI becoming more and more common across industries, pushback against DEI efforts is also increasing. Furthermore, DEI has become a buzzword effort that can often lean toward ineffective lip service initiatives that do not more a positive impact on organizational culture. Creating a strong sense of belonging is the new frontier in the DEI space. Belonging helps us put action behind our verbal commitment to DEI and gives us language to discuss the need for inclusive practices even when “DEI” is not welcome. Belonging goes beyond tolerance or acceptance and encourages folks to think about strategic ways to cultivate a culture where everyone feels valued and respected. This workshop walks through tangible strategies for building and fostering a culture of belonging in the workplace, including empathic listening skills, addressing biases and stereotypes, responding to microaggressions, recognizing power and privilege, and other belonging best practices.



DEIB WORKSHOPS

Continued

Mitigating the Effects of Unconscious Bias

Unconscious biases can impact our decision-making or interpersonal interactions without us being able to actively recognize the potential impact. This workshop explores the types of bias and the impact they can make in the workplace. It also helps people recognize that even the most inclusive people still have biases that could sneak up on them at any moment if they are not actively working to challenge them regularly. Participants will engage in activities, reflections, and discussions that will allow them to explore terminology and practical application skills. Concepts include reviewing DEI&B, exploring the origins of preferences and assumptions, defining stereotypes, defining unconscious bias, and understanding the different forms of bias.

Recognizing & Responding to Microaggressions

Microaggressions are everyday verbal and nonverbal interactions that negatively impact people. On average, studies conclude that approximately a quarter of working adults have experienced some kind of microaggression while in the workplace. This workshop includes active discussions of intent vs. impact and how to recognize and respond to various types of microaggressions across several identities. Participants will engage in activities, reflections, and discussions that will allow them to explore terminology and practical application skills. Concepts include reviewing unconscious bias, understanding intent vs impact, defining microaggressions, exploring examples of microaggressions, and recognizing and responding to microaggressions.

Understanding & Using Your Privilege

Privilege is one of the most misunderstood and controversial DEI&B topics to discuss in the workplace. Privilege does not mean that you have had an easy life or never had to work hard. This workshop helps unpack the misconceptions around privilege and allows participants to explore the various types of privilege. Once they have a fundamental understanding, they can explore ways to use their privilege effectively. Participants will engage in activities, reflections, and discussions that will allow them to explore terminology and practical application skills. Concepts include reviewing DEI&B, unconscious bias, & microaggressions; unpacking the misconceptions around privilege; understanding the various types of privilege; recognizing that privilege is situational and intersectional; and brainstorming ways to use your privilege effectively to help others.

Active Allyship: Awareness to Action

Allyship is not a noun - it's a verb. Being an Ally is not an identity - it's about action. This interactive training session empowers participants to move beyond performative support and become effective, active allies in creating inclusive and equitable environments. Through self-reflection and practical tools, participants will explore the responsibilities of allyship, recognize the impact of bias and privilege, and learn how to advocate and ally in meaningful ways. The session encourages courage, humility, and sustained commitment to allyship as a lifelong journey.



DEIB WORKSHOPS

Continued

Working Across Generations in the Workplace

For the first time in history, five generations are working side-by-side and contributing to a diverse workforce – Traditionalists, Baby Boomers, Generation X, Millennials, and Generation Z. This workshop explores the various attributes associated with each generation, as well as where those generalizations come from. Exploring and unpacking possible aspects of age bias and stereotypes, participants will explore what aspects of generational attributes are rooted in concrete social and cultural evidence and what aspects may actually be stereotypes that cannot be universally applied. Research shows that reported incidents of employees experiencing offensive comments and generation-based microaggressions are increasing. While each generation has its own influences and group attributes, it is important to remember that someone's age and generation is just one part of their identity. This training will discuss workplace strategies that help work across diverse preferences for collaboration, working style, communication, and more.

LGBTQ+ 101

Research shows that employees who work in inclusive workplaces report greater job satisfaction, regardless of their sexual orientation. Furthermore, LGBTQ+ employees tend to be healthier, more productive, and have better relationships with other employees when organizations commit to LGBTQ+ education and training sessions. This training aims to educate participants about gender and sexuality basics and equip them with tools for creating welcoming environments for the LGBTQ+ community in their professional and personal lives. Concepts include LGBTQ+ terminology, statistics, resources, best practices, and more.

LGBTQ+ 201

This workshop is provided as a direct follow-up to LGBTQ+ 101 for people who complete 101 and/or for people who already have a base level of understanding of LGBTQ+ information. The workshop includes a recap of basic identity categories and terminology, including sex, gender, sexuality, expression, and behavior. Participants will also learn to practically apply the information about inclusive identity language through interactive activities that ask them to develop their own inclusive demographic questions. Next, participants will explore microaggressions and other discriminatory actions that are commonly used against the LGBTQ+ community and develop concrete strategies for addressing these situations in the workplace and beyond. Finally, participants will explore the difference between performative and effective allyship efforts to ensure that they are championing authentic allyship and intentional support of LGBTQ+ people.



DEIB WORKSHOPS

Continued

Disability & Neurodiversity Inclusion

According to the United Nations, disabilities include long-term physical, mental, intellectual, or sensory impairments that impact a person's experiences in society. In 2023, only 22.5% of people with a disability were employed, and that is the highest percentage on record in the United States since 2008. Recent studies have also shown that 15-20% of the population is neurodiverse. Neurodiversity includes many conditions, including autism spectrum disorder (ASD), attention-deficit hyperactivity disorder (ADHD), down syndrome, intellectual disabilities, mental health conditions, sensory processing disorders, and many more. Studies found that diverse teams that include disabilities and neurodiversities are 30% more productive. However, disabled people are more likely to be unemployed, and neurodiverse people are more likely to be unemployed than people with any other disability. Furthermore, employed people with disabilities and neurodiversities can experience significant discrimination issues in the workplace. This workshop helps educate participants about disabilities and neurodiverse identities, how disability and neurodiversity intersect, and how to create an inclusive workplace climate that is welcoming of people with various abilities and disabilities.

Neurodiversity 101

Recent studies have shown that 15-20% of the population is neurodiverse. Neurodiversity includes many conditions, including autism spectrum disorder (ASD), attention-deficit hyperactivity disorder (ADHD), down syndrome, intellectual disabilities, mental health conditions, sensory processing disorders, and many more. Studies found that neurodiverse teams are 30% more productive than neurotypical ones. However, neurodiverse people are more likely to be unemployed than people with any other disability and can experience significant discrimination issues in the workplace. This workshop helps educate participants about neurodiverse identities and how to create an inclusive workplace climate that is welcoming of people with various abilities and disabilities.

Moving from Bystander to Upstander

Incidents of harassment and discrimination based on race, ethnicity, color, sex, gender, sexuality, religion, expression, age, socio-economic status, natural origin, ancestry, disability, genetics, and other critical components of identity can have significant impacts on individuals and their ability to cultivate a strong sense of belonging in a group or organization. However, these harmful incidents can be even more damaging when there are bystanders who witness the behavior and do nothing in response. There are many strategies that people can use to move away from being a passive bystander into being an active upstander. Responding effectively during incidents of harassment and discrimination helps support individual people with marginalized and minoritized identities while also upholding collective community values of inclusion and belonging. This workshop will allow participants to explore the negative impact of discriminatory behaviors, feel empowered to be upstanders during incidents of bias or harassment, and implement the 4Ds of response methods that are helpful for various types of situations.



DEIB WORKSHOPS

Continued

Intersectionality 101

Intersectionality, a term coined by scholar Kimberlé Crenshaw, describes the study of overlapping identities and the interaction between different power structures. In this interactive DEI&B workshop, participants will discuss various identities and how they may intersect in their own lives and in the communities around them. Identity exploration includes conversations around race, ethnicity, sex, gender, sexuality, age, disability, and others. Participants will discover how intersectionality is critical to understanding identity development and to exploring other DEI&B concepts such as microaggressions, tokenism, privilege, stereotypes, and more. Participants will also engage in conversations around current socio-political issues and how they impact various communities from an intersectional perspective. Understanding DEI&B approaches from an intersectional perspective helps to further workplace inclusion strategies and overall climate.

Appearance Bias: How Pervasive are Assumptions and Stereotypes Based on Looks?

Addressing incidents of bias and discrimination is becoming more of a priority throughout organizations across a wide variety of industries. However, some of the most common forms of bias and discrimination are not necessarily protected by state and federal laws. While some aspects of a person's appearance may intersect with other protected aspects of identity, many examples of appearance bias go unchallenged in the workplace. People can experience appearance bias and discrimination in the workplace based on their hair style, body size or shape, tattoos, clothing choices, and even their level of attractiveness. Join 3 professionals from the equity and belonging field to discuss their perspectives on the impact of appearance biases in the workplace and how individuals and organizations can work to prevent and address incidents of appearance bias and discrimination.



DEIB RETREATS

Senior Leader & Board Member Sessions

Strong leaders are able to supervise and effectively manage their teams, but Diversity, Equity, Inclusion, and Belonging (DEIB) is also critical to leadership development. Leaders that are able to understand differences, create access and opportunities, and help people cultivate a strong sense of belonging within an organization are able to lead their teams more effectively and benefit the organization as a whole. These leadership trainings combine innovative approaches to leadership development and team building with critical concepts and best practices related to integrating DEIB into the structure of the organization and the way managers work effectively with their diverse teams.

Example Agenda - Full Day Leadership DEIB Retreat	Recommend Time
Introduction to DEIB	1.5 – 2 hours
Individual identity versus social identity	
Exploring the different types of diversity	
Equality vs Equity	
Understanding the importance of belonging	
Exploring important DEI&B terminology	
Mitigating the Negative Impact of Bias in the Workplace	1 – 1.5 hours
Defining unconscious bias	
Exploring the different forms of unconscious bias	
Understanding the negatives impact of bias in the workplace	
Mitigating the negative impact of bias in the workplace	
Microaggressions & Microaffirmations	1 – 1.5 hours
Defining and recognizing microaggressions	
Understanding hidden biases and negative impacts of microaggressions	
Responding to microaggressions effectively	
Defining microaffirmations	
Microaffirmations and creating a positive culture	
Understanding Privilege & How to Use Privilege Effectively	1 – 1.5 hours
Defining and breaking down the misconceptions around privilege	
Exploring the different forms of privilege	
Understanding the situational and complex nature of privilege	
Using your privilege effectively	
Allies, Accomplices, and Co-Conspirators	1 – 1.5 hours
Defining active allyship	
How to be an effective ally	
Recognizing and avoiding performative allyship	
Moving from ally to accomplice to co-conspirator	



DEIB RETREATS

Continued

DEIB Stakeholder Sessions

These sessions are best suited for supervisors and managers that are not part of the C-Suite and/or senior leadership team. The middle-level management staff are critical to the success of DEIB efforts in an organization. Employees are only able to apply the knowledge they gain from DEIB trainings and programming when they have support and encouragement from their direct supervisors. These sessions bring together the important stakeholders across the organization to ensure that they understand the necessary DEIB concepts and how to best support their staff's engagement in the organization's efforts.

Employee Resource Group Leadership Sessions

Employee Resource Groups (ERGs) are critical to an organization's employee success and retention efforts. However, the leadership positions within an ERG are often overloaded and not compensated for the work they are doing to support the ERGs. These interactive sessions allow for ERG leaders to come together to share best practices that are working for their individual ERGs, discuss collaboration opportunities that highlight intersectional identities, and explore ways to help elevate ERGs across the organization in strategic and intentional ways.

Example Agenda - ERG Leaders Workshop

- What is an ERG?
 - Why are ERGs important?
- Bylaws, Constitutions, & Other Guiding Documents
 - Review of organizational guidelines
 - Examples of effective ERG documents
- Serving the needs of your community
 - Needs assessment strategies
 - How do you know what your community needs?
 - How do you best serve those needs?
- Recruitment & Engagement of Membership
 - Utilizing the collective strength of your members
- Mission & Vision Writing Workshop
 - for each ERG and for ERGs collectively
- Strategic Goal Setting
 - for each ERG and for ERGs collectively
- The Future of ERGs
 - Getting executive sponsorship and leadership buy-in



WORKSHOPS AND RETREATS: ESTIMATED COSTS

Final costs of each project are negotiated on a case-by-case basis. The Consultant and the organization can discuss and negotiate the pricing during final conversations and booking. Conway Consulting is committed to an equitable pricing model that helps meet the needs of each individual or organization. To aid in those conversations, the estimated costs of the workshops are provided below. Costs include background research, curriculum design, preparation, delivery, and follow-up of the workshop.

Estimated Workshop Pricing *				
	60-min	90-min	Half Day (4 hours or less)	Full Day (More than 4 hours)
Non-Profit Organizations	\$2,000	\$3,000	\$5,000	\$7,000
For-Profit Organizations	\$4,000	\$6,000	\$8,000	\$10,000

* There may be additional costs for travel expenses, accommodations, and materials for in-person engagements. Additional costs are determined by analyzing many different factors including travel distance, length of engagements, number of participants, etc. Exact pricing of all engagements will be discussed in detail with the Client prior to the delivery of services.



DEIB PROGRAMMING

The Consultant can support a wide variety of programs and events for organizations who want to engage in their stakeholders in various ways. Deliverables for the planning and execution of each program are determined and priced on a case-by-case basis and may include various aspects of support based on organizational needs, including:

- Attending organizational planning meetings
- Coordinating details and committee responsibilities
- Support of on-site staff
- Recommendations for effective execution
- Day-of support and execution of programming

Interactive Panel Discussions: Invite members of a marginalized or minoritized community to speak on issues that impact their community and allow for audience questions

Interactive Educational Sessions: Invite content experts in to host trainings/workshop around specific topics that engage the audience in interactive or immersive experiences

Interactive Art Displays: Invite the community to participate in an art display centered on one of the program themes that allows participants to add their own personal thoughts or images to a collective art installation

Rallies and/or Marches: Coordinate large public demonstrations that bring together members of the organization and the surrounding community to unify around a single cause

Self-Care and Resiliency Workshops: Provide sessions for stakeholders to allow for people of marginalized identities to come together to learn self-care techniques and build community

Allyship and Advocacy Workshops: Provide sessions that target stakeholders that are not part of marginalized communities to help them understand relevant issues and how they can support as allies

Socio-Political Information Sessions: Sometimes the largest gap in being able to move the needle on an issue is lack of awareness – Provide sessions focused on educating the community on the social and political impact of laws, current events, and other relevant information and resources

Open Forums: Provide opportunities for stakeholders to come and share their concerns related to the different topics in a community setting

Leadership Lunches: Senior leadership are critical for creating lasting and systemic change – provide opportunities for stakeholders to have lunch (or coffee/snacks) with various leaders across the organization to discuss issues related to their communities



DEIB STRATEGIC PLANNING SUPPORT

Option 1 DIY Model	<p>The Consultant will provide guidelines, resources, worksheets, templates, and examples of DEIB Strategic Plans to help the organization execute their plan effectively.</p>
Option 2 DIY PLUS Model	<p>The Consultant will provide guidelines, resources, worksheets, templates, and examples of DEIB Strategic Plans to help the organization execute their plan effectively. The Consultant will also review a first draft of the plan and provide detailed feedback for improvement to help the organization finalize the plan.</p>
Option 3 Facilitated Model	<p>The Consultant will host interactive workshops with the organization to walk through the DEIB Strategic Plan process step-by-step to help them complete each part of the process effectively. Utilizing DEIB and assessment best practices, the Consultant will help the organization identify strong goals/outcomes, effective metrics, reliable accountability measures, realistic timelines, and useful reporting strategies.</p>
Option 4 Integration Model <i>This model is for organizations that have already developed a DEIB Strategic Plan but wish to enhance their current efforts.</i>	<p>The Consultant will work with the organization to review their existing DEIB strategic planning efforts to help identify opportunities for additional initiatives and/or assessment strategies. The Consultant can host engagement sessions with key stakeholders to help integrate the DEIB strategic planning efforts into all units within the organization and help additional employees and leaders identify tangible ways to contribute to the DEIB initiatives.</p>
<p>Pricing will vary based on organizational needs and implementation plans.</p>	



DEIB STRATEGIC PLAN DEVELOPMENT

DEIB Strategic Plan development may include all these components or a selection of individual projects that best meet your organizational needs.

<i>Trainings for your DEIB Committee(s)</i>	<ul style="list-style-type: none">• DEIB Foundations (i.e., bias, privilege, allyship, avoiding the savior complex)• Shared Language & Being an Equity Champion• Strategic Planning Basics
<i>DEIB Data Collection & Assessment</i>	<ul style="list-style-type: none">• Help DEIB Committee Members Lead Data Collection• Design & Distribute Climate Surveys• Conduct Informal Interviews & Focus Groups
<i>DEIB Committee Strategy Workshops</i>	<ul style="list-style-type: none">• Summarize Data & Develop Overarching Framework• Create Specific Goals• Determine Plan Structure (i.e., High-level Strategy vs Action Plan with Specific Steps)
<i>Drafting of the DEIB Strategic Plan</i>	<ul style="list-style-type: none">• Synthesize All Data and Contributions• Develop a Draft of the DEIB Plan• Seek Input and Feedback on the Draft• Create the Final DEIB Plan
<i>Presentation of the DEIB Strategic Plan</i>	<ul style="list-style-type: none">• Present the DEIB Plan to DEIB Committee• Support DEIB Committee in Developing a Launch Strategy• Support DEIB Plan Presentations
<i>Implementation of the DEIB Strategic Plan</i>	<ul style="list-style-type: none">• Develop Working Groups• Identify Working Group Co-Chairs• Develop Action Items and Metrics• Develop Reporting Mechanisms



DEIB POLICY REVIEWS

The Consultant can work with organizational leadership, Human Resources personnel, and other key stakeholders to conduct a holistic review of all organizational policies and procedures to identify gaps and opportunities related to the integration of DEIB. Evaluating each policy through a DEIB lens to address barriers impacting marginalized and minoritized communities, create more equitable practices and opportunities, and ensure that all employees can cultivate a strong sense of belonging is critical to long-term DEIB success.

EXECUTIVE COACHING

Serving in a DEIB role is a rewarding but very challenging job. Staying up-to-date on current trends, terminology, and best practices can be very difficult when you are already responsible for juggling the day-to-day operations of your organization. The Consultant offers Executive Coaching sessions that are customized to the individual needs and goals of the DEIB professional. Whether you are in an entry-level DEIB role and looking for mentorship – or you are a senior-level diversity officer in need of updated education and guidance – Conway Consulting can provide individualized, customized coaching that can help you take your DEIB role and career to the next level.

CONSULTING RETAINERS

Organizations may not always be able to hire full-time staff dedicated to DEIB initiatives and programs. In addition to bringing in an outside consultant for specific projects (i.e., trainings, strategic planning, etc.), it may also be helpful to have a DEIB professional on retainer for day-to-day management of diversity and belonging situations throughout the organization. Consulting retainers are typically billed at an hourly rate, and the Consultant can support all DEIB needs across the organization on a case-by-case basis. Some areas of support may include HR processes, training and development, IT projects, interpersonal situations, conflict management, and many more.

CONTACT

Please reach out to AJ Conway at AJ@ConwayConsultingDEIB.com to set up a free introductory Zoom call to discuss your organization's needs and DEIB goals. Conway Consulting will work with you to help develop a plan for enhancing your DEIB efforts in strategic and impactful ways.

