Developing a Strategic DEI Framework Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HR9682_289081

Course Introduction / Overview:

This intensive training course provides a comprehensive roadmap for designing, implementing, and sustaining an impactful Diversity, Equity, and Inclusion (DEI) strategy. Moving beyond surface-level initiatives, this program delves into the structural and systemic changes necessary to foster a truly inclusive culture where every employee feels a sense of belonging. We will explore the foundational concepts of DEI, grounded in the work of leading academics like Kimberlé Crenshaw, whose theory of intersectionality is crucial for understanding the complex layers of identity and disadvantage. Participants will learn to build a compelling business case for DEI, linking it directly to organizational performance, innovation, and talent retention. The curriculum is designed to be highly practical, referencing real-world challenges discussed in works such as "Diversity, Inc." by Pamela Newkirk, which critiques performative efforts and pushes for genuine change. BIG BEN Training Center has developed this course to equip leaders with the tools to conduct thorough organizational audits, analyze data to identify equity gaps, and create a data-driven DEI action plan. This is not just a course on awareness; it is a strategic guide to embedding equity into the very fabric of your organization's policies, practices, and leadership behaviors for long-term success.

Target Audience / This training course is suitable for:

- Human Resources Managers and Directors.
- Diversity, Equity, and Inclusion Specialists and Officers.
- C-Suite Executives and Senior Leadership.
- Department Heads and Team Leaders.
- Talent Acquisition and Recruitment Professionals.
- Organizational Development Practitioners.
- Employee Resource Group (ERG) Leaders.
- Corporate Social Responsibility (CSR) Managers.

Target Sectors and Industries:

- Technology and Information Services.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Education and Academia.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Non-Profit and Non-Governmental Organizations.
- Government Agencies and Public Sector Bodies.

Target Organizations Departments:

- Human Resources.
- Executive Leadership and Strategy.
- Talent Management and Acquisition.
- Learning and Development.
- Legal and Compliance.
- Marketing and Communications.
- Operations and Line Management.
- Corporate Social Responsibility.

Course Offerings:

By the end of this course, the participants will have able to:

- Articulate the strategic business case for DEI to secure leadership buy-in and resources.
- Conduct a comprehensive DEI audit using qualitative and quantitative data.
- Develop a multi-year, data-driven DEI strategy with clear goals and key performance indicators.
- Design and implement more equitable talent acquisition and management processes.
- Foster a culture of psychological safety and belonging through inclusive leadership practices.
- Establish and support effective Employee Resource Groups (ERGs).
- Develop inclusive communication strategies for internal and external stakeholders.
- Measure the return on investment (ROI) and overall impact of DEI initiatives.
- Navigate resistance to change and build a coalition of allies and champions.

Course Methodology:

The training methodology for this course is designed to be immersive, interactive, and immediately applicable to the participant's organizational context. At BIG BEN Training Center, we believe that transformative learning occurs through a blend of expert instruction and hands-on practice. The program moves beyond traditional lectures to incorporate a dynamic mix of case study analyses of real-world DEI successes and failures, confidential group discussions to share challenges and best practices, and collaborative workshops focused on action planning. Participants will engage in simulation exercises that challenge their perspectives and build empathy. A significant portion of the course is dedicated to experiential learning, where attendees will work on developing a draft DEI framework for their own organization or a model case. This practical approach ensures that theoretical concepts are translated into tangible skills and strategic plans. Facilitators will provide continuous feedback and guide participants in creating personalized action steps, ensuring they leave not just with knowledge, but with the confidence and a clear roadmap to lead DEI initiatives effectively within their workplace.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Diversity, Equity, and Inclusion

- Defining Diversity, Equity, Inclusion, and Belonging.
- The historical context and evolution of DEI in the workplace.
- Understanding intersectionality and its impact on employee experience.
- Exploring the neuroscience of unconscious bias and microaggressions.
- The compelling business case for DEI: linking it to innovation and profitability.
- Legal and compliance frameworks for DEI in a global context.
- Identifying the differences between performative and authentic DEI efforts.

Unit Two: Auditing and Designing Your DEI Framework

- Conducting a comprehensive DEI organizational assessment.
- Collecting and analyzing quantitative data (e.g., representation, pay equity).
- Gathering qualitative data through focus groups, surveys, and interviews.
- Identifying key equity gaps and priority areas for intervention.
- Benchmarking your organization against industry best practices.
- Securing executive sponsorship and building a DEI council.
- Setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) DEI goals.

Unit Three: Implementing Inclusive Systems and Practices

- De-biasing the recruitment and hiring process from end to end.
- Creating equitable promotion, succession planning, and talent development pathways.
- Implementing fair and transparent compensation and benefits policies.
- Fostering psychological safety to encourage open dialogue and feedback.
- Designing inclusive meetings and collaborative work processes.
- Developing accessible products and services for diverse customers.
- Integrating DEI principles into performance management systems.

Unit Four: Fostering an Inclusive Culture and Effective Allyship

- The role of leadership in modeling inclusive behaviors.
- Developing and delivering effective inclusive leadership training.
- Strategies for building a powerful and sustainable allyship program.
- Establishing, governing, and empowering Employee Resource Groups (ERGs).
- Crafting an inclusive internal and external communication strategy.
- Managing difficult conversations about DEI topics.
- Recognizing and responding to non-inclusive behaviors in the workplace.

Unit Five: Measuring Impact and Sustaining DEI Momentum

- Developing a DEI scorecard with meaningful metrics and KPIs.
- Tracking progress and reporting on DEI goals to stakeholders.
- Calculating the return on investment (ROI) of DEI initiatives.
- Strategies for embedding DEI into the organization's core values and operations.
- Managing resistance and navigating backlash effectively.
- Planning for the long-term evolution of your DEI strategy.
- Future trends in DEI: from neurodiversity to global cultural competence.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can organizations move beyond performative DEI initiatives to embed genuine equity into their core operational and financial strategies?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing relentlessly on the strategic and systemic integration of DEI, rather than treating it as a standalone HR function or a series of awareness workshops. While many programs cover the "what" and "why" of diversity, our curriculum is built around the "how". We guide participants through the entire lifecycle of a sustainable DEI strategy, from conducting a rigorous data-driven audit to designing an actionable framework and measuring its long-term impact. The emphasis is on structural change—analyzing and redesigning core business processes like recruitment, performance management, and succession planning to eliminate systemic barriers. We move beyond individual bias training to equip leaders with the skills to foster psychological safety and build institutional accountability. The course content is grounded in both seminal academic research and contemporary case studies, ensuring a robust and evidence-based learning experience. Participants will not leave with a generic checklist, but with a customized, strategic roadmap and the competence to lead transformative change, ensuring that DEI becomes a powerful driver of organizational success and not just a corporate slogan.