



# Diversity, Equity and Inclusion in the Workplace Certificate

In Partnership With:



**JABIL**

Self-Discovery, Transformation  
and Action

## Why Focus on Diversity in the Workplace?

Statistics on diversity in the workplace show that most companies need to consider greater inclusivity to create a more diverse workforce. Executives know that a diverse workforce - including differing races, religions, ages, genders and sexual orientations, person with disabilities and more - provides greater depth in perspective and viewpoints for the company. Those elements assist in developing new products and novel ways to cater to customers. Recent article *"The Top 5 Diversity Workplace Statistics"* articulates the benefits of diversity to include:

- Higher Revenue
- Increased Innovation
- More Effective Decision-Making
- Higher Rates of Job Acceptance from More Qualified Candidates
- Better Performance than Competitors

There are critical components required for any company to be competitive in tough markets while demonstrating consistent revenue growth. And now, with the heightened focus toward conversations of equity and inclusion, organizations of all sizes are working to make sure their mission and practices have that same focus. To that end, many leaders are seeking to embrace practices, initiatives, and tools designed to increase levels of diversity among employees.

**But companies still fall short.**

## How does an organization foster inclusivity in the workplace?

Inclusivity and equity begin with an organizational exploratory process, transitions to policy making, changing the minds of people and finally the establishment of a sustainable business model that embraces diversity and inclusion.

## About our Program

The goal of the certificate program is to help companies become more inclusive by imparting knowledge and developing tools to perform organizational self-assessment and plans for inclusive change.

Shareable Certificate  
+  
LinkedIn Badge



100% Online



Flexible Deadlines, Levels,  
Hours and Language



In Partnership With:



Self-Discovery, Transformation  
and Action

## Program Details

The USF Muma College of Business assembled a group of world-class faculty and guest speakers to develop and deliver a learning experience designed to serve the needs of professionals and executives eager to better build and sustain diversity among their workforce and a culture of inclusion in order to increase effective communication and collaboration. The certificate program is ideal for Tampa Bay organizational managers, decision-makers for small, medium and large companies (both for- and not-for-profit), and entrepreneurs.

Participants can expect to learn from faculty in a productive, self-paced learning environment. All content is pre-recorded from the summer 2021 offering of the program. Completion of the program with a passing grade and a \$99 fee will result in being granted the Diversity, Equity and Inclusion in the Workplace Certificate, issued by the Muma College of Business. The digital version of this certification will be sent to the participant by email. The \$99 fee will also include a sharable digital badge that can be easily showcased on LinkedIn profiles. Participants wishing to access the content without receiving the badge or completion certificate may do so for free. The certificate program is self-paced, but participants need to complete all modules and quizzes by Sunday, December 31, 2023.

INTERNALIZING D&I | INDIVIDUAL SELF-DISCOVERY ➔ TRANSFORMING: YOU TO WE ➔ EXTERNALIZING D&I | COLLECTIVE ACTION

 <p><b>1 EMOTIONAL INTELLIGENCE</b></p> <p>Introduction to self-awareness and empathy – core to D&amp;I leadership strategy</p> <p><i>Learn the key skill of leading D&amp;I</i></p>	 <p><b>2 STEREOTYPES &amp; BIASES</b></p> <p>Build more insightful awareness in the workplace around biases and systematic discrimination against any group of people</p> <p><i>Understand how your brain works</i></p>	 <p><b>3 UNDERSTAND YOUR ORGANIZATION</b></p> <p>Tools to analyze your organization's D&amp;I mission, as well as how to be aware of customers' or vendors' expectations policies of D&amp;I</p> <p><i>Analyze your current organization's progress</i></p>	 <p><b>4 FUTURE OF YOUR ORG THROUGH D&amp;I</b></p> <p>Shifting your mindset from understanding D&amp;I <i>within &amp; around</i> you to <i>creating action</i> to drive a more diverse &amp; inclusive workplace. Discover what D&amp;I can look like at your organization</p> <p><i>Shift from awareness to action</i></p>	 <p><b>5 RECRUITMENT &amp; RETENTION</b></p> <p>Learn strategies to bring in diverse talent and retain your diverse workforce if or once it's established</p> <p><i>Diverse talent is key to an inclusive culture</i></p>	 <p><b>6 COMMUNITY OUTREACH</b></p> <p>Support D&amp;I in the communities in which your organization operates to align with your CSR goals &amp; employer branding</p> <p><i>Support D&amp;I both in &amp; out of the organization</i></p>	 <p><b>7 SUSTAINABLE BUSINESS MODEL</b></p> <p>Design an all-encompassing sustainability model for ensuring D&amp;I is part of your organization's long-term focus</p> <p><i>Build a D&amp;I future that will last</i></p>
---	--	--	--	--	---	---

### Schedule

**Format:** 100% Online

**Time:** The certificate program is self-paced. Users may view at any time.

**Completion Deadline:** All course assessments must be completed by December 31.

**Total Hours:** 14 Hours

**Recorded Sessions:** 7 total, each with a guest speaker and instructor-led learning.

**Pre-requisite Requirements:**

None

**Fee:** Free to watch the content only. \$99 for certificate and badge.

**Language:** English

**Books & Materials**

**Requirements:** None

**Assessment:** Each module will have an assessment; passing all seven will provide a certificate upon course completion

Start Your  
Journey Now

Go to [usf.to/DiversityCertificate](https://usf.to/DiversityCertificate) to learn more and register.  
Questions? Email Professor Cihan Cobanoglu [support@academiacentralmooc.org](mailto:support@academiacentralmooc.org)