

## **PACESETTING INNOVATION IN D&I** Our Contribution through Research, Publications and Speaking

We have been pioneering Diversity Management in Europe since 1997 and our commitment to innovation in this field is exemplified through a comprehensive range of research projects, publications, speaking engagements and features in the Media. This list provides an overview of selected contributions in each of the relevant areas of Diversity & Inclusion:

- Gender Diversity
- Age & Generations
- Disability
- Ethnicity, Race & Cultural Diversity
- Sexual Orientation / LGBTI
- Work / Life Integration
- Global Diversity Management
- Implementation of Diversity
- Diversity in HR
- Diversity in Marketing & Sales
- Corporate Culture & Leadership

For each of the areas above, we have selected the most relevant and interesting articles, research projects and speaking engagements as well features about us in the Media, that show our presence over the past 18 years of developing D&I internationally.

Please note that this list contains only a small selection of the totality of our work, which comprises more than 130+ speaking engagements, 70+ publications (including 4 books and 8 book chapters), 22 research projects (7 major and 15 smaller-scale studies) and 150+ features in the media. We shall be happy to provide you with more in-depth compilations of our array of expertise in any area that you might be interested in, including our experience in intelligence services, implementation support and communication tools as well as ground-breaking learning programs and events.

## GENDER

### Publications

- **Scientific contribution:** The Quota Myth, Personal Quarterly, 2013
- **Expert article:** Diversity – the End or the Future of Equality? In: Compendium, Dashöfer Verlag, 2012
- **Commentary:** Comparing the Incomparable, Blog Jump, 2010
- **Article:** Small difference causes great success, Personal HR magazine, 2006
- **Analysis:** Men, movers and machos, Personal HR magazine, 2004

### Research

- **Gender Models:** Gender differences and career barriers revisited, 2011
- **Study:** Diversity and Gender in print advertisement, 2007

### Speaking Engagements

- Women Leadership Day, IGBCE, 2012
- Women's Careers in a Globalised World – Frankfurt, 2010
- **Panel discussion:** 'Moving to competence', Women Power, Hannover Industry Fair, 2007
- **Workshop:** Gender stereotypes in Marketing, Making a difference Conference, 2003

### Media Features

- **Contribution:** Driving Gender Diversity Change, Personal HR magazine, 2013
- **Contribution:** Colourful is trump, Health business magazine, 2012
- **Interview:** Bringing men on board with gender diversity, Business Digest, 2012
- **Article:** Work/Life Balance: Between desk and life, FAZ newspaper, 2006

## AGE & GENERATIONS

### Publications

- **Article:** The Propelling Potential Principle for generations, 2012
- **Expert contribution:** Old & young together successful, Personal HR magazine, 2006
- **Analysis:** Age & Diversity in operational practices, Dashöfer Verlag, 2005
- **Book contribution:** Diversity & Age, the undiscovered diversity. In: Koall et al 2002

### Research

- **Study:** Ageing – Companies react hesitant, in DPS, 2005
- **Survey:** Second European Diversity Survey (EDS2) – Corporate practices in age diversity, non-discrimination and communication, 2004

### Speaking Engagements

- **Fair:** Using the Potentials of Generations with Diversity, Zukunft Personal, Cologne, 2009
- **Conference:** Managing the diversity of generations in the workforce, EuroForum, 2006
- **Key Note:** Diversity of Generations, Futura Forum, Bremen, 2005
- **Introductory note:** AgeQuake: The impact of demographic change in Europe, Hamburg 2004
- **Age and Diversity:** Foundation of German economy, 2002

### Media Features

- **Press statement:** Companies not interested in Demographics? 2010
- **WebCast:** Global data, strategies and case studies, The Conference Board, 2007
- **Feature:** Older people: Age & Experience, Financial Times 2004
- **Agency message:** Seniors hardly appear in advertisements, dpa, 2002

## DISABILITY

### Publications

- **Online contribution:** Project 'Integration inclusive', VuW aktuell, 2011
- **Online contribution:** Internet access barrier free, Gleichstellung online, 2007
- **Article:** Disability must be no obstacle, Personal HR magazine, 2006
- Diversity in the public health-care system. First Class Health magazine, 2005
- **Analysis:** Antidiscrimination & Disability, Impulse, 2004

### Research

- **Survey:** Work/Life Practice Survey, 2006

### Speaking Engagements

- **Congress:** Disability matters, panel discussion, Paris, 2013
- **Key note:** Diversity Management & Disability as chance, ZsL Mainz, 2007
- **Workshop:** Final Conference HORIZON, BAG UB, 2000

### Media Features

- **TV interview:** Managers with Disability, Defacto, 2013
- **DVD Production:** 'Dance with Diversity': inter-cultural, mixed-abilities dance projects, 2008
- **Interview:** Disability wanted, Handicap, 2005
- **Article:** Disabled promote atmosphere, German newspaper, 2001

## ETHNICITY

### Publications

- **Expert contribution:** Society still needs to learn diversity, Clavis, 2011
- **Expert contribution:** Diversity – Cultural diversity in companies, 2009
- **Commentary on head-scarves:** Well-being and well-covered? One does not exclude the other, Tagesspiegel newspaper, 2007
- **Opinion:** It's a cross, but it shouldn't be, Diversity Newsletter 32, 2006
- **Expert article:** Systematically using cultural diversity, Personal HR magazine, 2006

### Research

- **Study:** Diversity in TV commercials, 2002
- **Study:** Diversity in Print advertisement, 2007

### Speaking Engagements

- Job Mobility & Cross-Cultural Teams, The Conference Board, Budapest, 2008
- **Panel Discussion:** Future Business Location Germany, New Alliances for Integration, Frankfurt, 2006
- **Expert contribution:** Diversity- innovative chance of market cultivation, Sietar Symposium, Bonn, 2006
- **Presentation:** Success factor Diversity, Xenos Project InPact Mainz, 2003

### Media Features

- Interview about mono-cultures, pro international (employee magazine Merck), 2011
- **Feature:** Why Europe loves a leader it could never vote for, Newsweek, 2008
- **Statement:** From Discrimination to Individual Litigation, Financial Times, 2004
- **Interview:** A colourful troop, Focus news magazine, 1997

## SEXUAL ORIENTATION

### Publications

- **Expert contribution:** Employee networks as diversity tool, VK info, 2012
- **Article:** Little difference causes great success, Personal HR magazine, 2006
- **Book:** Gay Marketing, Wolters Kluwer, 2002
- **Scientific paper:** Diversity – A management concept that includes gays and lesbians, Egalité 1998

### Research

- **Benchmarking:** 'LGBT Diversity', 2006
- **Study Support:** 'Out at the Office?!', 2003
- **Marketing Research:** Feasibility of Gay Marketing, 1998

### Speaking Engagements

- **Key Note:** MILK Diversity LGBT Congress Panel Moderation: MILK fair, Munich 2010
- **Marketing Presentation:** Google Days, Hamburg 2009
- **Lecture:** Having the Courage to Confront the Issues Work/Life & Diversity Conf., Paris 2005
- **Conference:** Diversity & Sexual Identities, Invisible Potentials, Deutsche Bank, 2003
- **Panel:** Lesbians & Gays in the EU, Expo 2000

### Media Features

- **Interview:** MännerAktuell, magazine, 2011
- **Quotes about gay leaders:** Tagesspiegel, Neues Deutschland and others 2010/2011
- **Contribution:** No room for pink comfort, Handelsblatt, 2007
- **Article:** Companies are discovering their homosexual employees, Personalführung HR magazine, 2001
- **TV Interview:** Gay managers, N-TV, 1996

## WORK/LIFE INTEGRATION

### Publications

- **Article:** Work/Life & Diversity Practices internationally, Diversity Officer Magazine, 2008
- **Book contribution:** Work/Life Practice, Diversity Management, Augsburg, 2007
- **Overview:** Work/Life Balance paves career for Women, Dashöfer Equality online, 2006
- **Diversity in companies increases productivity,** Personalwirtschaft HR magazine, 2003

### Research

- **Practice Survey:** Work/Life Balance Practice Survey (WLPS), 2006/2007
- **First European Diversity Survey (EDS1):** Framing Diversity in Europe, 2001

### Speaking Engagements

- **Lecture:** Activate Potentials and create Sustainability, KiBis Work/Life, Vienna 2012
- **Workshop:** New paths for managers: Leadership & Health, VW & BAuA, 2007
- **Presentation:** European Diversity & Work/Life Practices, HR Forum, Paris, 2006

### Media Features

- **Overview:** Taboo part-time employment, Personal HR magazin, 2007
- **Feature:** It is not all about the job alone, Mensch und Büro magazine, 2007
- **Article:** Work/Life Balance: Between desk and life, FAZ newspaper, 2006
- **Contribution:** Lack of child care facilities affects female labour participation, Equality online, 2005

## GLOBAL DIVERSITY

### Publications

- **Editorial:** Diversity & Inclusion finally going truly global? 2012
- **Article:** Diverse teams achieve better results, Global Corporate Magazine, 2011
- **Expert contribution:** The Globalization of Diversity, Convergence, 2007
- **Article:** Regional Perspectives on global Diversity: Europe, The Diversity Factor, 2004

### Research

- **International Organisational Study:** units widespread but weak, 2012
- **Survey:** European Diversity Practice Surveys, 2002, 2004, 2006

### Speaking Engagements

- **Panel:** A culture of Diversity as a competitive edge, LIPS, Lucerne 2008
- **Workshop:** Global Diversity, The Conference Board, New York/Chicago, 2005
- **Corporate Diversity Practices:** A European Perspective, Stellenbosch, 2003
- **New Business Landscape:** International Diversity Conference, Paris, 2000

### Media Features

- **Interview:** Bringing men on board with gender Diversity, Business Digest, 2012
- **Press release:** Stoxx 50 claim the Rewards for their Diversity Management, 2010
- **Feature:** Diversity & Profitability, Executive Action Series, The Conference Board, 2006
- **Feature:** Linking Diversity and Expat Management, Expatica.de, 2002
- Internationalisation in Academia, ZfB – Journal for Business Studies 1997

## IMPLEMENTATION OF DIVERSITY

### Publications

- **Interview:** Diversity is good for business, personalmanager HR magazine, 2012
- **Checklist:** Diversity Management Implementation, EU Commission 2012
- **Book:** Diversity – The Potential Principle, 2<sup>nd</sup> Edition, Wolters Kluwer, 2009
- **Expert article:** Diversity drives global competitiveness, io new management, 2008
- **Comparison:** Regional Perspectives on Global Diversity: Europe, The Diversity Factor, 2004
- **European benchmarking:** Diversity as strategy, Personalwirtschaft HR magazine, 2002

### Research

- **Report:** International Business Case Report (3<sup>rd</sup> edition) 2012
- **Practice survey:** Diversity in Corporate Communication & Reporting, 2012, 2010, 2008

### Speaking Engagements

- **Key Note:** The revolution at work, European Diversity Forum, Paris, 2012
- **European Commission:** Business Innovation and Creation through Diversity, 2011
- **Global Webcast:** International D&I Implementation, US Corporation, 2011
- **WebCast:** International Diversity Strategy, 2007
- Corporate Diversity Practices in Europe, Diverse Solutions, Huddersfield, 2004

### Media Features

- **Online Contribution:** Diversity in the workforce pays off, Die Zeit online, 2012
- **Interview:** Diversity requires multi-stakeholder involvement, Symrise Special, 2009
- **Feature:** Being successful with Diversity and Respect, WirtschaftsBild magazine, 2006

## DIVERSITY IN HR

### Publications

- **Scientific contribution:** The Quota Myth, Personal Quarterly, 2013
- **Interview:** Diversity is good for business, personal manager, 2012
- **Commentary:** How useful are anonymous applications? Manage HR, 2010
- **Contribution:** Diversity, Recruiting & Employer Branding, Personal HR magazine, 2009
- **Book:** German Anti Discrimination Legislation in Corporate Practice, Haufe Verlag, 2006
- **Analysis:** Diversity in organizational practice, Personal HR magazine, 2006

### Research

- **Benefits:** Business Case Report, 2007

### Speaking Engagements

- **Lecture:** Entrepreneurial profit through a diverse workforce, City of Cologne, 2011
- **Meeting point:** Diversity, Zukunft Personal (business fair), 2006
- **Lecture:** International Corporate Practices, 4<sup>th</sup> International Managing Diversity Conference, Potsdam, 2004
- **Workshop:** Diversity Management in practice, University of Trier, 2000

### Media Features

- **Interview:** Anonymous applications, radio 2012
- **Expert contribution:** 5-part Diversity Series, Personal HR magazine, 2006
- **Feature:** For a better world, Wirtschaft & Weiterbildung, 2005

## MARKETING

### Publications

- **Columns:** Advertisement vis-a-vis Diversity (53 columns from 2005 until 2012)
- **Expert article:** Diversity Marketing, Thesis (St. Gallen), 2003
- **Book:** Gay Marketing, Wolters Kluwer, 2002

### Research

- **Survey:** Naive advertisement misses the point of market diversity, 2007
- **Content analysis:** Diversity in TV commercials, 2003

### Speaking Engagements

- **Rising Revenues:** Diversity in Marketing and CRM Webcast, 2009
- **Event:** Diversity Marketing in Economy and Administration, ZsL Mainz, 2007
- **Workshop:** Diversity Marketing, Gender Marketing Congress, 2006
- **Lecture:** Diversity Marketing, University of Tilburg, Netherlands, 2004
- **International conference:** Diversity Marketing in Europe, New York, 2000
- Diversity Marketing, Swiss Tourism Board, Zurich, 1999

### Media Features

- **Article:** Diversity sells cars, enorm, 2011
- **Feature:** The mix makes a difference, Der Handel retail magazine, 2010
- **Contribution:** Brave new world, pr magazin, 2009
- **Feature:** Write what's right, Acquisa, 2005
- **Interview:** Diversity & Tourism Marketing, ORF Austrian Radio, 2003

## CORPORATE CULTURE & LEADERSHIP

### Publications

- **Guest article:** Diversity – a simple matter? Bayer Kompakt employee magazine, 2013
- **Book:** Diversity – The Potential Principle, 2<sup>nd</sup> Edition, Wolters Kluwer, 2009
- **Dossier:** Diversity & Emotions, Persorama HR magazine (Switzerland), 2004
- Corporate Diversity Practices in Europe. In: Simons, EuroDiversity, Butterworth-H., 2002
- **Lecture:** Inclusive Leadership, Diversity Inclusive Performance Drivers, London 2008
- **WebCast:** Designing International Diversity Strategies, Conference Board, 2007
- Global Diversity in the Workplace, Moderation, European Conference, Amsterdam, 2002

### Research

- **Practical Survey:** Work/Life Corporate Culture (WLPS), 2006

### Speaking Engagements

- **Key notes:** Women to the top – corporate cultural change as a critical success factor, lecture series, Brussels, Stuttgart, Munich 2013
- **Key note:** Diversity Leadership Summit – EU Commission Charter Platform, Award and Benchmarking Project, 2010

### Media Features

- **Contribution:** A mix of colours, *healt@work Magazine*, 2012
- **Online Article:** Bye, Bye German Monoculture, *Cicero Online*, 2011
- **Press Statement:** Diversity now a basic element of organizational communication, 2008
- **Announcement:** Diversity managers in the DAX 30, *Personal HR magazine*, 2007
- **Interview:** Productive and Creative though Diversity, *Chefposition*, 2005
- **Interview:** Still too many Monocultures, *Personalführung HR magazine*, 1999

### A WEALTH OF INFORMATION ...

With the dramatic expansion of D&I over the past 15 years, we now find an overwhelming amount of information on Diversity Management. You may wonder what is most relevant for your situation or what some of the evidence may mean to your organisation. As researcher, experts, writers and consultants, we are used to collecting, compiling and commenting information for our clients to digest and utilise in their day to day work. You may benefit from some related services, e. g.

- Explore a topic: Theme or trend reports, thematic workshops or best practice / benchmarking reports
- Stay up-to-date: Regular EMEA DiversityNews and other news features
- Reach out to your organisation: communication campaigns, interactive learning tools, inhouse-events or key-notes to your management audiences