

## **COMMUNICATION & CONCEPTS**

Implementing Diversity successfully by Delivering the Diversity Message

### **WELCOME TO OUR DIVERSITY COMMUNICATION PORTFOLIO**

One key to the successful implementation of Diversity is clear and effective internal and external communication. ‘What does Diversity & Inclusion really mean?’, ‘What are the benefits for me and the company?’, ‘How can we put it into practice?’ – These are questions which require clear responses and messages. Effective Diversity communication makes use of a variety of editorial and creative options. In this section, you will get to know which services we offer in this respect. Please select the area in which you are most interested in and where you would like to generate the best possible solution with our input:

- Diversity Presentations
- Diversity Newsletters
- Diversity on the Internet & Intranet
- Diversity Brochures
- Public and Media Relations
- Diversity Annual Reports
- Communication Strategies and Concepts

*On the following pages, this field will show each of the relevant projects or related references from our work.*

*European Diversity makes a difference. With Michael Stuber’s background, his foresight and his empathy, we managed to re-position Diversity Management as a business topic.”*

*Thomas Meier, Head of Organisation Development, Swiss Post (March 2011)*

Would you like a comprehensive Diversity consultation? Please visit the website [www.michael-stuber.biz](http://www.michael-stuber.biz) and get to know more about the expertise of Michael Stuber.

Note for the printed version: All content has been developed and designed for the purpose of being presented on the Internet. This may cause some texts to appear fragmented when read off-line. Please refer to our website on the Internet at [www.diversity-consulting.eu](http://www.diversity-consulting.eu)

## 1. DIVERSITY PRESENTATIONS

### Precise and up-to-date information on Diversity

The acceptance of Diversity and becoming engaged in cultural change requires convincing and well-organised information. Our presentations convey Diversity in professional and tailored ways. Your target groups obtain customised explanations on subjects such as demographic change, work life balance, culture or gender. Also, depending on the needs of your company, presentations focus on innovation, customer relations, employer image or change management as they relate to Diversity. Contact us, if you want to us to fine-tune your Diversity message: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“As part of the implementation of a quota for women at Deutsche Telekom, European Diversity conducted gender diversity workshops for experts and executives in the recruiting and talent service unit. Their gender & diversity models and the interactive discussion on the topic were very effective and appropriate for the target groups and helped to establish a positive understanding as well as to create new approaches for further implementation.” Stefan Conradi, Manager, Deutsche Telekom RTS (2010)*

*“At the beginning of our European Diversity activities, we developed, in cooperation with European Diversity Research & Consulting, a Diversity statement that highlighted the specific meaning of Diversity for Motorola in Europe. Furthermore, European Diversity Research & Consulting compiled a very effective and innovative presentation as part of an information package for our line managers.”  
Frieder Schrade, Global Leadership & Organisation Development, Motorola EMEA (August 1998)*

## 2. DIVERSITY NEWSLETTERS

### Regular news and attention on Diversity and related issues

Information on current developments keeps you aware of the growing diversity within organisations and society. With an internal Diversity newsletter, you can inform internal and external stakeholders about Diversity issues through survey results or best practice examples. A newsletter emphasises the ongoing relevance, and thus the permanent priority of Diversity, and allows you set new standards. While creating an internal newsletter for you, we utilize our own extensive experience and knowledge by creating our own diversity newsletters – e.g. EMEA DiversityNews. Are you interested in a Diversity newsletter for your organization? We can put one together for you at: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“Working with European Diversity, Research&Consulting was a great experience for me. It was the first time that I felt that an external organization understands very clearly the challenges of the business, finds the right approach to introduce the topic of diversity and inclusion and makes it clear and tangible.*

*They speak the right business language and they are flexible enough to adapt to global frameworks and make sure that all regional initiatives are aligned to that. It is also clear that this organization has the right background to support companies in their journey towards diversity and inclusion, they can relate to other companies and best practices.”*

*Mieke Smet, Director Global Talent Management, Johnson & Johnson (2008)*

*“The expertise of European Diversity Research & Consulting led to the creation of valuable products, with which our employees can be informed about Diversity and learn of successful implementation examples.”*

*UBS Group Diversity, Director of Research (August 2007)*

### **3. DIVERSITY ON THE INTRANET & INTERNET**

#### **Benefit from an impressive online presence**

A successful presentation of Diversity on your website and the intranet distinguishes your organisation from competitors and keeps your workforce informed and engaged. We offer support in setting up a structured and compelling presentation of your Diversity approach. With an up-to-date and comprehensive online-presence of Diversity, you position yourself as a future orientated company and as an attractive employer. The intranet provides effective networking opportunities and allows the spread of practical tools. Contact us if you would like more detailed information: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“The Diversity marketing approach provided by European Diversity Research & Consulting represented the ideal support for us to adapt our products beyond stereotypical measures for new target groups. Through professional consulting the Diversity experts helped us prepare offers for new segments that support our growth.”*

*Elite MediaNet (August 2010)*

## 4. DIVERSITY BROCHURES

### Presenting Diversity in a comprehensive and credible way

Brochures and other print products underpin your commitment to Diversity. Inform your employees and business partners of your interest. We offer support in the customised design of brochures, flyers or poster campaigns. We also edit your Diversity content and activities for publishing purposes. Contact us if you would like more detailed information on potential print media: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“We developed two Diversity brochures for our internal and external communication. European Diversity Research & Consulting supported us very well in the conceptual design, in drafting the first one in 2001, and in the 2004 expert translation.”*

*Elisabeth Kurkowski, Global Diversity Team, Deutsche Bank (September 2004)*

## 5. PUBLIC AND MEDIA RELATIONS

### Involve the Press and improve your image

Cultivating your image with Diversity can be achieved through media reports and community involvement. Inform the public about your programmes and promote your image as a responsible organisation. Due to our longstanding experience in publication, we ensure competent presentation and reporting on your approaches. We compose texts for your press releases or professional articles on current developments. For your charity engagements or philanthropy programmes, we identify suitable partners from different communities. Contact us if you would like more detailed information: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“European Diversity Research & Consulting significantly helped to develop our Diversity & Inclusion Strategy further. Particularly valuable was the combination of experience and knowledge of different options and constellations. Cooperating with European Diversity Research & Consulting in the strategy development was as inspiring as motivating. It has helped to further increase top management commitment. We won't implement D&I without the support of European Diversity Research & Consulting.”*

*Hermann Hofmann, Head of Public Affairs & Communication, Sandoz Group Germany (2011)*

*“European Diversity Research & Consulting was a very competent service provider for our conference ‘Invisible potential’, where the consultancy was in charge of the facilitation, the co-ordination with external partners and the press contacts.”*

*Elisabeth Kurkowski, Global Diversity Team, Deutsche Bank (September 2004)*

## 6. DIVERSITY ANNUAL REPORTS

### Connecting past and future

The concise and appealing presentation of your Diversity success stories fosters transparency and recognition. A Diversity annual report contains an overview of goals, activities and achievements. Make your Diversity management known to employees and external stakeholders, and leverage your successes for future projects. With an annual report, you reassess past, present and future programmes. Contact us if you would like more detailed information on the benefits of an annual report: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“Mr Stuber is a Diversity Expert who knows how to convey his great expertise in this field in a methodically and didactically manner, so that the participants of a meeting will have a higher awareness of the topic and will thereby be prepared to face current and future challenges in the field of Diversity.”*

*Christa Schrauf, Rector, Evangelisches Diakoniewerk Gallneukirchen (2011)*

## 7. COMMUNICATION STRATEGIES & CONCEPTS

### Diverse messages that reach everyone

The successful communication of Diversity attracts attention and creates buy-in through tailored messages. A variety of editorial and creative options can be used to communicate Diversity internally or externally. Finding the most effective mix is critical to your success. With long-standing experience and intimate knowledge, we support the design of your communication strategy and help enhance your exiting communication regarding Diversity. Our goal: To embed Diversity principles in your communication in order to make it more effective with audiences that are increasingly diverse. Receive a customised proposal at: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“Swiss Post faced an organisational development process when realigning our Diversity Management approach. The main task was to develop our initial foci on gender and communication into an integrated and holistic concept. Who could support us effectively with the necessary know-how but also with an instinct to create buy-in? European Diversity makes a difference. With Michael Stuber’s background, his foresight and his empathy, we managed to re-position Diversity Management as a business topic.”*

*Thomas Meier, Head of Organisation Development, Swiss Post (March 2011)*

*“Working with European Diversity, Research&Consulting was a great experience for me. It was the first time that I felt that an external organization understands very clearly the challenges of the business, finds the right approach to introduce the topic of diversity and inclusion and makes it clear and tangible. They speak the right business language and they are flexible enough to adapt to global frameworks and make sure that all regional initiatives are aligned to that. It is also clear that this organization has the*

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*Mieke Smet, Director Global Talent Management, Johnson & Johnson, (2008)*