

## DATA & ANALYSIS

Implementing Diversity successfully with Intelligence & Insight

### WELCOME TO OUR RESEARCH PORTFOLIO

Data and insights about your company and business environment provide an essential base for your Diversity work: to complete your business case, as strategy foundation and for monitoring purposes. But it is not always easy to obtain the right information and to adequately process and interpret the data. Our long-standing experience, our networks and our intimate knowledge of the market will prove to be valuable resources for you.

Please select the areas you would like to know more about:

- Diversity Surveys
- Society or Market Data
- Theme or Trend Reports
- Analysis of Corporate Culture
- Best Practices & Benchmarking
- Process Auditing

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

*“European Diversity brought many important strengths to our programme of Diversity focus groups and workshops. Particularly important to us were their depth of experience; their ability to offer seamless service across Germany, the UK and Central Europe...” Alison Cappel, Chief Diversity Officer, RWE (2008)*

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 SURVEYS

### Practice Surveys on Diversity and Work/Life

On a regular basis, we conduct surveys on corporate Diversity practices. Get to know which activities international companies are putting into action and receive empirical data on implementation strategies for Diversity and Work/Life. Please select from the surveys below:

- 2006: Work/Life Practice Survey (WLPS)
- 2004: Second European Diversity Survey (EDS2)

## 2. SOCIETY OR MARKET DATA

### Get to know your environment more closely – You will recognize the urgency for Diversity

One main business value of Diversity lies in the anticipation of societal and economical changes – and leveraging these. Many current and future trends require an active consideration of Diversity which companies can not afford to ignore. Through systematic research, we compile relevant facts and figures on each of the sub-themes of Diversity, or according to your specific criteria in order to complete your business case and provide a base for your Diversity plans. Our research is based on internal as well as external sources.

Make use of our expertise and send us your inquiry at: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“With Michael Stuber as the leading figure in this consulting company you can count on 15+ years of competence and insights in the D&I endeavors of the industry, helping you to set direction in your own organization.”*

*Corinna Dawkins, Vice President HR, Bayer HealthCare (January 2011)*

*“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. THEME AND TREND REPORTS

#### Acquire and share professional knowledge – Using current information and examples for inspiration

Do you need an overview on the current status of a certain subject? Our Diversity archives contain plenty of sources we can use to compile theme or trend reports. For our thematic research, we evaluate information collected over many years in order to provide a full picture and overview of the development. Theme reports may cover areas such as demographic change, gender equality, ethnic and cultural diversity, disability, religion, sexual orientation, work/life or other issues. For our trend reports, we also utilize our well-established contacts with public or private institutions, associations and research institutes. Trend dossiers may cover subjects like innovation, recruitment, branding, globalisation, change management or many others. The structure and focus of every report will be tailored to your needs. Make use of our expertise and get further information by sending us your inquiry at: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“European Diversity Consulting accompany us with comprehensive Diversity knowledge in different Diversity questions since a couple of years. The personal consulting support us by the continuous advancement of our work.”*

*Barbara David, Head of Diversity, Commerzbank*

*“E.ON emerged from different companies, so that Diversity is key to the integration of our group on the one hand, and it is part of our corporate identity OneE.ON on the other hand. In bringing together experts and concepts from the U.S. and Europe, European Diversity Consulting proved their competence in intercultural presentation and in facilitating our global development process. The expertise of European Diversity Consulting provides valuable assistance in the design and implementation of Diversity events and meetings.”*

*Sven Rudloff, HR Group/HR Policy, E.ON (October 2005)*

## 4. ANALYSIS OF CORPORATE CULTURE

### Focus group interviews, employee surveys or stakeholder questionnaires – your on-site inventory

How does your workforce perceive your existing corporate culture? Does your organisation neglect some potential, which could be unleashed? In short: How does your company score on Inclusion? Whether quantitative or qualitative, as part of your employee survey or as a stand-alone ‘Cultural Audit’, our analyses ask the right questions and deliver insight and recommendations – beyond standard explanations and universal solutions. Make use of our expertise and get further information by sending us your inquiry 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)*

*“European Diversity brought many important strengths to our programme of Diversity focus groups and workshops. Particularly important to us were their depth of experience; their ability to offer seamless service across Germany, the UK and Central Europe; the thought leadership offered by Michael Stuber as programme leader, and the fact that all aspects of the programme were closely managed by Michael himself, ensuring quality and consistency.” Alison Cappel, Chief Diversity Officer, RWE (2008)*

## 5. BEST PRACTICES & BENCHMARKING

### Overview and insights into the practical experience – count on success and belong to the best

Especially when breaking new ground, standard solutions rarely work. However, experiences of others can serve as valuable input. Our corporate practice archive, which has been built up for more than ten years, contains a large collection of successful corporate practices. We offer cutting-edge cases from national and international companies, so you can learn from these experiences. Furthermore, we offer systematic comparisons of processes and programmes within the field of Diversity in order for you to identify strengths and weaknesses. Make use of our expertise and contact us for further information by sending us your inquiry at: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“Hewlett Packard has been supporting people, companies and organisations all over the world in making good use of technology for approximately 70 years. Our global approach and customer-related activities shape the picture of our workforce: In Germany alone, employees from more than 60 nations leverage their potential for our clients. One important business goal is to create an attractive environment to encourage and expand this diversity. We have thus launched a change process last year in order to focus our diversity activities and unleash new potentials. Mr. Stuber accompanied this process with great professionalism. His extensive technical and methodological expertise, his experience with countless other global companies, his clarity and openness as well as his holistic approach has convinced us. With “head, heart and hand”, he has helped us to launch this comprehensive process successfully.”*

*Eva Faenger, Diversity Manager, Hewlett Packard Germany (October 2010)*

*“Nobody in Europe is more profoundly acquainted with Diversity as Michael Stuber. He creatively co-designed the ‘Diversity & Inclusion Switzerland’ conference and his facilitation was both energetic and empathetic.” Eva Ingold, Head of Diversity & Inclusion Switzerland, Credit Suisse (October 2007)*

## 6. PROCESS AUDITING

### Seeing routines and processes in a different light – systematically promoting Diversity and Inclusion

HR processes deliver the best results if they are purely meritocratic, i. e. solely based on performance and potential. The growing diversity in the workplace requires an auditing of existing personnel processes, which were mostly designed in a different era. Are your HR processes unbiased in regards every dimension of diversity? Are some employees systematically more or less successful, and why? We offer an in-depth audit of all relevant processes including suggestions for improvement. With our expertise, we analyse your process descriptions and we monitor process applications and results. Make use of our expertise and contact us for further information by sending us your inquiry at: [team@diversity-consulting.eu](mailto:team@diversity-consulting.eu)

*“Mr. Stuber supported us very well with his extensive experience in Diversity. His "Propelling Potential Principle" helps us to move the topic of Diversity forward within our organization. We thank European Diversity Research & Consulting for the good collaboration.”*

*Juanita Jordan, HR Manager, Bosch Engineering (2010)*

*“The foundation for the implementation of Diversity at Deutsche Telekom group is our group Diversity strategy and its key element, the group Diversity policy. European Diversity Consulting has been supporting us in a very professional way, always focusing on our specific business context when developing various building blocks or our strategy.”*

*Maud Pagel, Head of Diversity, Deutsche Telekom (August 2004)*