



# GLOBAL DIVERSITY, EQUITY & INCLUSION CERTIFICATION PROGRAM

Unlock Your Career Potential



# WHY SHOULD ORGANIZATIONS PRACTICE DIVERSITY, EQUITY AND INCLUSION?

On 25 September, 2015, all of 193 member countries of the United Nations adopted the "2030 Agenda" a plan of Action for People, Planet, Prosperity, Peace, and Partnership" for Sustainable Development Goals (SDGs), 6 out of 17 SDGs focus on D&I through effective, accountable and inclusive institutions. Organizations today are dedicated to serving all stakeholders, including customers, employees, suppliers, regulators, shareholders and society at large. Future-focused organizations want to ensure long-term sustainability of our world and the people in our world.

According to McKinsey & Company 2020 research, companies with greater gender diversity were 25% more likely to experience above-average profitability compared to their counterparts. Similarly, companies with greater ethnic and cultural diversity were 36% more likely to experience above-average profitability compared to their counterparts.



Stakeholders are becoming more globally diverse and networked, as organizations are increasingly mobile in their teams, supply chains, shared services, operational processes and outsourcing.

## WHAT ARE GLOBAL DIVERSITY, EQUITY AND INCLUSION BENCHMARKS STANDARDS?

Global Diversity, Equity & Inclusion Benchmarks (GDEIB) are the standards for organizations round the world. The GDEIB helps organizations determine strategy and measure progress in managing diversity and fostering inclusion.

GDEIB authors are the copyright holders and owners of the GDEIB – Nene Molefi, Julie O’Mara, and Alan Richter - will continue offering the free GDEIB, will honour the User Agreements, and will continue offering support effective immediately. All users of the Global Diversity, Equity and Inclusion Benchmarks (the “GDEIB”) Standards are recommended to visit: [www.globalDEIbenchmarks.org](http://www.globalDEIbenchmarks.org).



# HOW IS HR METRICS HELPING ORGANIZATIONS ACHIEVE DEI?

HR Metrics has facilitated 65 multinational and national companies in using GDEIB to leverage their social and financial performance with a focus on sustainability. It has also developed 100+ global experts on DEI from Europe, America, Africa, Australia, and Asia regions.

During year 2023, HR Metrics has planned an international Cohort of 100+ professionals to develop them in using Global DEI Benchmarks. This program offers a comprehensive understanding of the GDEIB Standard and how organizations globally are implementing the standard with practical examples by DEI Experts. It is meant for anyone practicing, researching, or teaching DEI. We have engaged 15 global and 20 national speakers for sharing their knowledge and expertise on Diversity, Equity & Inclusion with attendees. Distinguished speakers from USA, UK, Canada, South Africa, Switzerland, and Pakistan will bring diverse experience and exchange of global best practices.

# WHAT ARE THE BENEFITS OF THIS PROGRAM?



1. Contribute to the greater good of society.
2. Create a world which is fair and just and respectful of individuals and their similarities and differences.
3. Create a world where everyone can sustain a high quality of life and enjoy peace and prosperity.
4. Improving Organizational Performance.
5. A well-designed and well-executed D&I strategy can help an organization.
6. Achieve its organizational vision, mission, strategy and annual goals/ objectives.
7. Attract and retain diverse talent.
8. Build strong and high-performing teams.
9. Cultivate leaders who inspire inclusion and champion diversity.
10. Leverage an extensive range of backgrounds and skills to enhance creativity, innovation and problem solving.
11. Increase engagement, motivation, and productivity.
12. Improve the quality of work/ life integration.
13. Enhance the organization's reputation/ brand as an employer of choice.
14. Minimize risk/ exposure and ensure compliance with legal requirements.
15. Sustain an environment that treats people fairly.

## WHAT ARE THE MAIN OBJECTIVES OF THIS PROGRAM?

1. Develop executives in using GDEIB Standards for gap analysis, benchmarking and strategy formulation at organizational level.
2. Provide comprehensive understanding to develop a business case for D&I by establishing its linkage with organization's sustainability through social and financial impact indicators.
3. Facilitate organizations in progressive transformation from using diversity defensively as a matter of legal/ ethical compliance to position it as a strategic asset to compete in the market.



# WHAT ARE THE CONTENTS OF THIS PROGRAM?

01

## VISION, STRATEGY, AND BUSINESS IMPACT

Developing a strong rationale for DEI vision, mission, and strategy and align it to organizational goals.

02

## LEADERSHIP AND ACCOUNTABILITY

Holding leaders accountable for implementing the organization's DEI vision, setting goals, achieving results, and being role models.

03

## DEI STRUCTURE AND IMPLEMENTATION

Providing visible, dedicated support and structure with authority and budget to effectively implement DEI.

04

## RECRUITMENT

Ensuring that attraction, sourcing, and recruitment is done through the lens of DEI.

05

## ADVANCEMENT AND RETENTION

Ensuring that DEI is integrated into talent development, performance management, advancement, and retention strategies.

06

## JOB DESIGN, CLASSIFICATION, AND COMPENSATION

Ensuring that job design and classification are evaluated for bias and that compensation is equitable across key dimensions of diversity.

07

## WORK-LIFE INTEGRATION, FLEXIBILITY, & BENEFITS

Achieving work-life integration, flexibility, and equitable benefits. Flexible work options are widely available and accessible.

08

## ASSESSMENT, MEASUREMENT, AND RESEARCH

Ensuring that assessments, measurement, and research include a DEI lens.

09

## DEI COMMUNICATIONS

Making communication clear, simple to understand, and a crucial force in achieving the organization's DEI goals.

10

## DEI LEARNING AND DEVELOPMENT

Educating all to achieve a level of DEI competence and confidence needed to create a diverse, equitable, and inclusive organization.

11

## CONNECTING DEI AND SUSTAINABILITY

Connecting the organization's DEI and Sustainability initiatives to increase the effectiveness of both.

12

## COMMUNITY, GOVERNMENT RELATIONS & PHILANTHROPY

Being proactive in working with community, public and private partnerships, government, and society at large, & through philanthropy

13

## SERVICES AND PRODUCTS DEVELOPMENT

Embedding DEI in services and products development to serve diverse customers and clients.

14

## MARKETING AND CUSTOMER SERVICE

Integrating DEI into marketing and customer service.

15

## RESPONSIBLE SOURCING

Practicing responsible and ethical sourcing. Develop and nurture underrepresented suppliers.



Global Diversity, Equity & Inclusion Benchmarks

# HOW THE PROGRAM WILL BE CONDUCTED?

1. This is a virtual/ recorded program containing 15 modules, being offered in self-paced learning mode.
2. There will be an optional online exam containing 30 MCQs to be attempted in 60 minutes.
3. Those appearing in the exam and obtaining 70% and above will be awarded a Certificate of Accomplishment and a Global DEI Certified Professional Seal.
4. Those not appearing in the exam will receive a Certificate of Participation.
5. To keep program interactive, we recommend attendees to send their queries at [diversity@thehrmetrics.com](mailto:diversity@thehrmetrics.com) and DEI experts at HR Metrics will respond to queries.



## What is the Program Fee?

Description	Regular Fee
HR Metrics Alumni & SHRM Members	US \$ 400
Others	US \$ 500

Group Discount:

- 3-5 people: 10%
- 6-10 people: 15%

Contact [diversity@thehrmetrics.com](mailto:diversity@thehrmetrics.com) for further information.



## THIS PROGRAM IS RECOMMENDED FOR WHOM?

- Chief Diversity Officers
- CHROs
- D&I Managers
- Consultants
- Trainers
- Academicians

### WHAT ARE THE ADDITIONAL BENEFITS FOR ATTENDEES?

This program is valid for 22.5 PDCs. HR Metrics is recognized by SHRM USA to offer SHRM-CP or SHRM-SCP professional development credits (PDCs). For more information about certification or recertification, please visit [www.shrmcertification.org](http://www.shrmcertification.org)



# GLOBAL DIVERSITY, EQUITY & INCLUSION CERTIFICATION PROGRAM

## SPEAKERS



**Alan Richter**

Founder  
QED Consulting  
USA



**Nene Molefi**

CEO  
Mandate Molefi Consultants  
South Africa



**Dr. Karen Francis**

Director D&I & Principal Researcher  
American Institutes for Research  
USA



**Pamela McElvane**

CEO & Founder  
Diversity MBA Media,  
P&L Group, Ltd of IL  
Chicago



**Dr. Syed Azizur Rab**

CEO  
Greenstar Social Marketing  
(Guarantee) Limited  
Pakistan



**Amir Iqbal**

CEO  
SECMC  
Pakistan



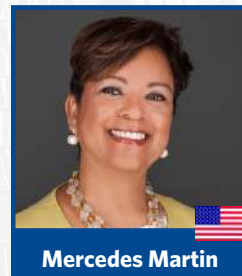
**Nadia Younes**

Global Head, Employee Experience,  
Diversity & Wellbeing  
Zurich Insurance Company  
Switzerland



**Priya Bates**

President  
Inner Strength Communication Inc.  
Canada



**Mercedes Martin**

President  
Mercedes Martin & Company  
USA



**Gamiel Yafai**

Founder & CEO  
Diversity Marketplace  
UK



**Farrah Qureshi**

CEO & Founder  
Global Diversity Practice  
UK



**Lynda White**

President Mcleod, Montreal Canada,  
Former Board Chair, The Centre  
for Global Inclusion, USA



**Dr. Shirley Davis**

President & CEO  
SDS Global Enterprises  
USA



**Diana File**

CEO  
DF Analytics & Consulting, Inc.  
USA



**Dr. Candice Watson**

CEO  
Mwangaza Advisory  
South Africa



**Jamal Nasir**

CHRO  
HBL  
Pakistan



**Muhammad Umer**

Country Head of Human Resources  
Standard Chartered Bank  
Pakistan



**Muhammad Saad Khan**

Vice President HR  
Engro Fertilizers Limited  
Pakistan



**Javed Akhtar, FCA**

Chief Financial Officer  
FFBL  
Pakistan



**Haris Khan**

Head of Procurement  
Nestlé  
Pakistan



# GLOBAL DIVERSITY, EQUITY & INCLUSION CERTIFICATION PROGRAM

## SPEAKERS



**Madiha Javed Qureshi**

Head of Corporate Communication  
Bank Alfalah  
Pakistan



**Shireen Naqvi**

Senior Associate  
Carnelian  
Pakistan



**Malik Ahmed**

Director Purchasing & Supply Chain  
Mgmt. Division  
Aga Khan University  
Pakistan



**Faiza Qureshi**

Group Head People & Culture  
HRSG  
Pakistan



**Muhammad  
Merajuddin Ahmed**

Head of HR, Legal and General Services  
Soneri Bank Limited  
Pakistan



**Andleeb Uroos Ahmed**

Head of Communications  
Philip Morris Pakistan Limited  
Pakistan



**Javeria Siddiqui**

Chief Financial Officer  
Feroze 1888 Mills Limited  
Pakistan



**Mashood Qureshi**

Client Experience Director  
Diversity Atlas  
Pakistan



**Sabahat Bokhari**

Director Diversity & Inclusion  
Jazz  
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**Fahad Rehman**

Head of Sustainability  
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**Rubaab Qureshi**

Manager Culture  
Engro Corp  
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**Farah Ali**

Head of Product Development  
Faysal Bank Limited  
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**Maliha Murtaza**

Directory Learning & OD  
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**Gull Zareen Khan**

Manager Rewards  
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**Rehan Naem**

Head Culture Enablement & DEI  
Bank Alfalah  
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**Zahid Mubarik**

CEO  
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# GLOBAL DEI CERTIFIED PROFESSIONALS COHORT 2021



**Verónica De la Fuente Olguín**

Intercultural & DEI Consultant Trainer  
and Coach BE- Human / DVF  
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**Carrie Elrick**

Owner/Founder  
Project Rescuers  
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**Shiva Roofeh**

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**Antonio Liu Yang**

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**Marcia V. Moreno**

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**Anna Zelno**

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Director HR  
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Head of L&D  
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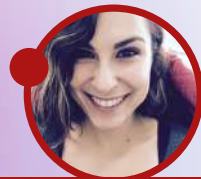
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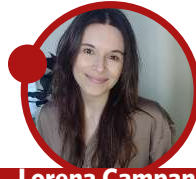
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# GLOBAL DEI CERTIFIED PROFESSIONALS

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**Umber Shakeel**

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**Talya Umair Jalil**

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**Arzoo Mahmood Alam**

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# GLOBAL DEI CERTIFIED PROFESSIONALS

## COHORT 2023



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**Sahar Al Hosban**

Head of Human Resources  
SeedCred  
Pakistan



**Dr. Erum Ishaq**

Assistant Professor  
Bahria Business School  
Bahria University  
Pakistan



**Sanam Kohati Faiz**

Head of HR  
Pakistan Stock Exchange  
Pakistan



**Dr. Fakhara Rizwan**

Non Executive Director  
Pakistan Institute of Corporate Governance  
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**Farah Zaheer Khan**

HR Business Partner  
Telenor  
Pakistan



**Shamikh Ahmed Zaidi**

Sr. Manager HR & MarCom  
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Pakistan



**Zulfiqar Ahmed Janjua**

Director  
Leadership and Professional Development Centre  
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**Usman Saleem**

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**Sahibzadi Mahin Khan**

CEO MK & Co.  
Director Winterland  
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**Saman Fayyaz Mazhar**

OD Consultant, Fucilitator,  
Performance Coach  
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**Ayesha Khan**

Professor of Practice Bahria  
University Islamabad  
Board Member Hashoo Group  
Sr Advsiar EZShifa  
CEO SASCA  
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**Sarah Rimmel**

Consultant & Facilitator,  
Contributing Writer  
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**Muhammad Fayyaz Kerawala**

Head Learning, OD, DEI, HR  
Systems & Projects  
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Pakistan



**Feroze Parveez**

Unit Head Talent  
Habib Metropolitan Bank  
Pakistan



**Maham Khan**

Lead Employee Engagement  
and DEI  
AGP Limited  
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**Shireen Naqvi**

Shireen Naqvi  
Carnelian  
Pakistan



**Saman Chaudhry**

Lead Talent Acquisition,  
Learning & Development,  
Diversity, Equity & Inclusion  
FFBL  
Pakistan

# TESTIMONIALS



**Fatima Tauseef**

Unit Head & Inclusion Ally  
Bank Alfalah Limited, Pakistan

"As a passionate advocate for social justice and equality, becoming a DEI Certified Professional has been an essential step towards aligning my professional goals with my personal values. Through this certification, I have gained a deeper understanding of the complexities surrounding DEI issues in the workplace and have learned practical strategies to foster a more inclusive environment. I believe that DEI is not only a moral obligation but also a business imperative. By creating a culture that values diversity, equity, and inclusion, organizations can better attract and retain top talent, increase innovation, and improve overall performance."



**Lorena Campano**

Psychologist and Professional,  
Personal and Intercultural Coach  
Ireland

"So glad to have achieved successfully completed the Global Diversity, Equity, and Inclusion Certified Practitioner exam. I learned a great deal and is definitely a valuable resource that will enrich my job in coaching and consulting. Thanks HR Metrics for offering such a valuable tool and the strong expert panelists that are part of this."



**Verónica De La Fuente**

Intercultural & DEI Consultant  
Trainer and Coach, VDF Coaching  
and Cultures, Switzerland

"Delighted and proud to become Global DEI (Diversity, Equity, Inclusion) Certified. Another achievement which complements my work in DEI field accompanying organizations in their DEI challenges in Europe and Latin America with Be Human - Coaching."

# FREQUENTLY ASKED QUESTIONS (FAQS)

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## ▶ **What is the last date of enrollment for DEICP?**

This is a perpetual program and you can get yourself enrolled depending on your convenience.

## ▶ **What is the process of enrollment for this program?**

One payment is confirmed, a link (online learning system) along with a coupon code is shared with the participant. After enrolling in this program you are given access to our comprehensive learning materials and resources. After going through the material, you can ask questions and their answers will be shared via DEI expert. And lastly, you can select a date and time for your exam depending on your convenience.

## ▶ **For how long will I have access to online learning system?**

Access to online learning system is valid for 1 month and this time duration starts soon after your registration.





# CERTIFICATE TEMPLATE



## Certificate of Accomplishment

*This certificate is presented to*

**Fatima Tauseef**

*In recognition of participating & qualifying the exam*

**The Diversity & Inclusion Certified Practitioner**

This program includes 15 categories of Global Diversity, Equity and Inclusion Benchmarks Standards

28 January 2023

DATE



  
ZAHID MUBARIK  
SHRM-SCP, SPHRI, GPHR  
CEO HR Metrics

This program is valid for 21 PDCs. HR Metrics is recognized by SHRM USA to offer SHRM-CP or SHRM-SCP professional development credits (PDCs). For more information about certification or recertification, please visit [www.shrmcertification.org](http://www.shrmcertification.org)

Certificate Number: 85

Date of Issue: 28 January 2023

Date of Expiry: 28 January 2026

# PROGRAM DIRECTOR



**Zahid Mubarik SHRM-SCP, SPHRi, GPHR**  
CEO HR Metrics  
President SHRM Forum Pakistan  
Chairman HR Standards Technical Committee Pakistan  
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Zahid Mubarik is an internationally acclaimed visionary thinker, writer, speaker, thought leader and influencer of ISO Geneva Technical Committee 260 on human capital development, analytics, diversity and inclusion. He is the founding member for developing HR global Standards. He actively took part in ISO face to face meetings for global HR Standards development at American National Standards Institute (Washington DC), British Standards Institute (London), Standards Australia (Melbourne), The Royal Netherlands Standardization Institute (Rotterdam), Association Française de Normalisation (Paris), Singapore Standards Council, The National Standardization Agency of Indonesia (Bali) and UNI-Ente Nazionale Italiano di Unificazione (Milan). Zahid has the honor of being distinguished speaker in in-person international conferences and seminars on human capital analytics at Las Vegas, Beijing, Moscow, Baku, Hanoi, Dubai and Abu Dhabi. His analytical papers and expert talks have been featured by national/international media including Microfinance Gateway World Bank Washington, CNBC, Dawn, Business Recorder, Business Plus TV and Gulf Economist. Zahid served as Global Chair of ISO Working Group on HR Metrics Standards. During his leadership, ISO published two global HR standards including ISO 30410: Impact of Hire and ISO 30411: Quality of Hire. He also served as member of Working Group developing ISO 30414: Guidelines for Internal and External Human Capital Reporting. He groomed and facilitated certification of 700+ consultants/practitioners worldwide with a heavy concentration in Tokyo Japan. Zahid is SHRM USA Partner in Pakistan. SHRM is world largest HR association having 340,000+ members in 165 countries. He introduced SHRM competency based global HR certifications in Pakistan and developed more than 200 people. He served as Board Director, The Centre for Global Inclusion USA. He introduced Global Diversity, Equity & Inclusion Benchmarks Standards in Pakistan and facilitated 65 large multinational and national corporations in implementing Global DEI Benchmarks Standards. Zahid is a former member of Pakistan Stock Exchange and Pakistan Institute of Corporate Governance Task Force on ESG Disclosure. He has a knack in linking human capital metrics with business outcomes to transform organization on (S-Social) part of ESG. He is the Chief Editor of HR Magazine Workforce Tomorrow.