



# GLOBAL DIVERSITY, EQUITY & INCLUSION CERTIFICATION PROGRAM

Unlock Your Career Potential



As per HR Metrics 2023 research in 70+ companies in Pakistan:

- 22% of organizations have dedicated person at Board level for diversity & inclusion.
- 54% of organizations have dedicated person at C-suite level for diversity & inclusion.
- 62% of organizations have dedicated person at Managerial level for diversity & inclusion.

# 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 is 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?

This is a virtual/recorded program containing 15 modules, being offered in a self-paced learning mode.

To increase one-to-one interaction, two live sessions will be conducted during the program:

1. Orientation Briefing Session: A session of 1 hour on Zoom after enrollment to explain the program structure and guide participants on how to navigate the learning materials and resources.
2. Organizational Diagnostic Assessment Session: A session of 1 hour on Zoom before the exam to provide practical insights and guidance on conducting organizational diagnostics using DEI standards.

## Participants will have access to:

1. The learning package, including GDEIB Standards and PowerPoint presentations for all 15 categories of GDEIB.
2. The learning system (Teachable), which contains 15 videos.

Participants are encouraged to review videos and materials independently and can send their queries to [diversity@thehrmetrics.com](mailto:diversity@thehrmetrics.com) at any time during the program.

## Exam and Certification

There will be an online exam containing 30 MCQs to be attempted in 60 minutes.

1. Those appearing in the exam and obtaining 70% and above will be awarded a Certificate of Accomplishment and a Global DEI Certified Professional Seal.
2. Those not appearing in the exam will receive a Certificate of Participation.

# What is the Program Fee?

Description	Regular Fee
HR Metrics Alumni & SHRM Members	US \$ 500
Others	US \$ 600

# Payment Options

To support participants, we now offer the option to pay in 2 installments, making the program more accessible and manageable for everyone.

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  
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**Dr. Syed Azizur Rab**

CEO  
Greenstar Social Marketing  
(Guarantee) Limited  
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**Amir Iqbal**

CEO  
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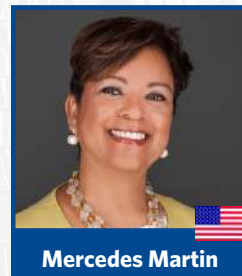
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Global Head, Employee Experience,  
Diversity & Wellbeing  
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Inner Strength Communication Inc.  
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**Gamiel Yafai**

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**Farrah Qureshi**

CEO & Founder  
Global Diversity Practice  
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**Lynda White**

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



**Dr. Shirley Davis**

President & CEO  
SDS Global Enterprises  
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Standard Chartered Bank  
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Vice President HR  
Engro Fertilizers Limited  
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Chief Financial Officer  
FFBL  
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**Haris Khan**

Head of Procurement  
Nestlé  
Pakistan



# GLOBAL DIVERSITY, EQUITY & INCLUSION CERTIFICATION PROGRAM

## SPEAKERS



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Head of Corporate Communication  
Bank Alfalah  
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Senior Associate  
Carnelian  
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Director Purchasing & Supply Chain  
Mgmt. Division  
Aga Khan University  
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**Faiza Qureshi**

Group Head People & Culture  
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Merajuddin Ahmed**

Head of HR, Legal and General Services  
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Head of Communications  
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Chief Financial Officer  
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Client Experience Director  
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**Sabahat Bokhari**

Director Diversity & Inclusion  
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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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Directory Learning & OD  
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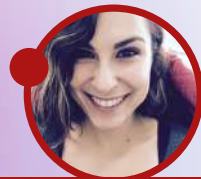
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Head of HR  
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**Dr. Fakhara Rizwan**

Non Executive Director  
Pakistan Institute of Corporate Governance  
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**Feroze Parveez**

Unit Head Talent  
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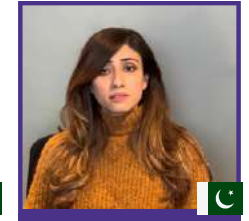
**Maham Khan**

Lead Employee Engagement  
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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?**

Once payment is confirmed, a link to the online learning system along with a coupon code will be shared with the participant. After enrolling in this program:

1. You will gain access to comprehensive learning materials, including 15 video modules and GDEIB standards.
2. You will be invited to attend the Orientation Briefing Session, of 1 hour where the program structure and resources will be explained in detail.
3. After completing the learning modules, you will participate in the Organizational Diagnostic Assessment Session of 1 hour to get deeper understanding on how to perform gap analysis in organizations.
4. You can select a date and time for your exam based on your convenience.

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

Access to the online learning system is valid for 2 months. This time duration starts soon after your registration.

## ▶ **If a participant fails to pass the exam, can they retake it?**

Yes, if a participant fails to pass the exam, they can retake it within a month by coordinating with the program administrators. A re-exam can be scheduled for an additional fee of \$100 by informing [diversity@thehrmetrics.com](mailto:diversity@thehrmetrics.com). Participants who opt for a re-exam will also receive a one-month extension to access the learning contents on Teachable.



# 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)

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# PROGRAM DIRECTOR

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Zahid Mubarik is an internationally acclaimed visionary thinker, writer, speaker, thought leader and influencer on human capital analytics, diversity and inclusion. He is the SHRM Partner Pakistan and founding member of ISO Geneva Technical Committee 260 for developing HR global Standards. He actively took part in ISO in-person meetings for developing global HR Standards, organized by American National Standards Institute (Washington DC), British Standards Institute (London), Standards Australia (Melbourne), The Royal Netherlands Standardization Institute (Rotterdam), Association Française de Normalization (Paris), Singapore Standards Council (Singapore), The National Standardization Agency of Indonesia (Bali) and UNI-Ente Nazionale Italiano di Unificazione (Milan), Canada Standards (Montreal) and Japan Standards (Tokyo).

Zahid served as Global Chair of ISO Working Group on HR Metrics Standards. During his leadership, ISO published two global HR standards including ISO30410: Impact of Hire and ISO30411: Quality of Hire. He also served as member of Working Group developing ISO30414: Guidelines for Internal and External Human Capital Reporting. He facilitated certification of 950+ consultants and practitioners worldwide on ISO 30414 with a heavy concentration in Tokyo Japan. He collaborated with HC Produce Inc Tokyo in certification of 2 companies in Japan on ISO 30414. Zahid has the honour of being a distinguished speaker in 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 and international media including CNBC, DAWN, Business Recorder, Business Plus TV, Gulf Economist and Microfinance Gateway World Bank Washington.