

DEI CERTIFICATION

7 – 31 JULY 2025



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.

WHAT IS GLOBAL DIVERSITY, EQUITY AND INCLUSION BENCHMARKS STANDARDS?

The Global Diversity, Equity & Inclusion Benchmarks (GDEIB) are designed to help organizations implement DEI best practices. Structured around 15 categories, the GDEIB model enables leaders and DEI professionals to develop and execute integrated, effective strategies. These benchmarks serve as a global standard, guiding organizations worldwide in shaping their DEI efforts.

To explore how organizations around the world are using these standards, all users are encouraged to visit and download the standards from: <https://globaldeibenchmarks.org/alliances/>.



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 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.

KEY BENEFITS OF A GDEIB (GLOBAL DIVERSITY, EQUITY & INCLUSION BENCHMARKS) TRAINING PROGRAM

1. **Clear, evidence-based roadmap:** Trainees learn a structured framework of 275 benchmarks across 15 DEI categories, giving them a precise way to see where the organization sits today and what “best practice” looks like tomorrow.
2. **Data-driven gap analysis:** Participants gain the skills to run a rigorous self-assessment and quantify gaps, so DEI goals are no longer guesswork but a measurable, trackable plan.
3. **Alignment with global standards & compliance:** Because the GDEIB is used worldwide and updated by a panel of 100+ experts, training helps organizations stay ahead of emerging laws, ESG reporting expectations, and ISO-linked people metrics.
4. **Integrated, business-focused outcomes:** By tying DEI efforts to innovation, talent attraction, risk mitigation and other core KPIs, the training shows executives why inclusion is a growth driver—not a side project.
5. **Stronger culture & psychological safety:** Benchmarks spotlight policies on work-life flexibility, equitable benefits and respect for human rights, giving HR concrete levers to boost engagement and retention.
6. **Shared language & accountability:** Graduates walk away with common terminology, assessment checklists and maturity levels, making it easier to rally leaders, ERGs and external partners around clear, credible metrics.

WHAT ARE THE CONTENTS OF THIS PROGRAM?

7 Jul 2025 (Recorded Session)	Essentials of GDEIB (Live Session) + Category 1: Vision, Strategy, and Business Impact Developing a strong rationale for DEI vision, mission, and strategy and align it to organizational goals.
8 Jul 2025 (Recorded Session)	Category 2: Leadership and Accountability Holding leaders accountable for implementing the organization's DEI vision, setting goals, achieving results, and being role models.
9 Jul 2025 (Recorded Session)	Category 3: DEI Structure and Implementation Providing visible, dedicated support and structure with authority and budget to effectively implement DEI.
10 Jul 2025 (Recorded Session)	Category 4: Recruitment Ensuring that attraction, sourcing, and recruitment is done through the lens of DEI.
11 Jul 2025 (Recorded Session)	Category 5: Advancement and Retention Ensuring that DEI is integrated into talent development, performance management, advancement, and retention strategies.
14 Jul 2025 (Recorded Session)	Category 6: 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.
15 Jul 2025 (Recorded Session)	Category 7: Work-Life Integration, Flexibility, and Benefits Achieving work-life integration, flexibility, and equitable benefits. Flexible work options are widely available and accessible.
16 Jul 2025 (Recorded Session)	Category 8: Assessment, Measurement, and Research Ensuring that assessments, measurement, and research include a DEI lens.
17 Jul 2025 (Recorded Session)	Category 9: DEI Communications Making communication clear, simple to understand, and a crucial force in achieving the organization's DEI goals.
18 Jul 2025 (Recorded Session)	Category 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.
21 Jul 2025 (Recorded Session)	Category 11: Connecting DEI and Sustainability Connecting the organization's DEI and Sustainability initiatives to increase the effectiveness of both.

WHAT ARE THE CONTENTS OF THIS PROGRAM?

- 22 Jul 2025**
(Recorded Session) • **Category 12: Community, Government Relations, and Philanthropy**
Being proactive in working with community, public and private partnerships, government, and society at large, & through philanthropy.
- 23 Jul 2025**
(Recorded Session) • **Category 13: Services and Products Development**
Embedding DEI in services and products development to serve diverse customers and clients.
- 24 Jul 2025**
(Recorded Session) • **Category 14: Marketing and Customer Service**
Integrating DEI into marketing and customer service.
- 25 Jul 2025**
(Recorded Session) • **Category 15: Responsible Sourcing**
Practicing responsible and ethical sourcing. Develop and nurture underrepresented suppliers.
- 28 Jul 2025**
(Live Session) • **How to Conduct Organizational Diagnostic Assessment, Mock Test and Exam Guidelines**
- 31 Jul 2025** • **Online Exam**



Global Diversity, Equity & Inclusion Benchmarks

LEARNING PACKAGE

Participants will have access to:

- ✓ GDEIB Standards
- ✓ PowerPoint Slides
- ✓ Teachable Access
- ✓ GDEIB Assessment Tool Sheet & Checklist

Participants are encouraged to review videos and materials independently and can send their queries to **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.

- Those appearing in the exam and obtaining 70% and above will be awarded a Certificate of Accomplishment and a DEI Certified Professional Seal.
- 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 \$ 300
Others	US \$ 400

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** 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



DEI CERTIFICATION SPEAKERS



Alan Richter

Founder and President
QED Consulting, LLC
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Nene Molefi

CEO
Mandate Molefi Consultants
South Africa



**Karen B. Francis
Ph. D.**

VP, Chief Diversity, Equity,
and Inclusion Officer
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Pamela McElvane

CEO & Founder
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**Dr. Syed Azizur
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CEO
Greenstar Social Marketing
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Amir Iqbal

CEO
Sindh Engro Coal
Mining Company
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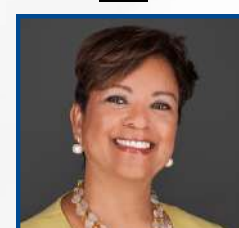
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Head DE&I Europe, Emerging
Markets & Global Portfolio Division
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Priya Bates

President
Inner Strength Communication
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Mercedes Martin

President
Mercedes Martin & Company
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Gamiel Yafai

Founder and CEO
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Farrah Qureshi

CEO & Founder
Global Diversity Practice
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Lynda White

President, McLeod White
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Founder & CEO
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DF Analytics & Consulting, Inc.
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**Dr. Candice
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Jamal Nasir

Chief Human Resources Officer
Habib Bank Limited
Pakistan



Muhammad Umer

Head of Human Resources
JS Bank
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**Muhammad
Saad Khan**

Vice President of Manufacturing
Engro Polymer & Chemicals Ltd
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Javed Akhtar, FCA

Chief Financial Officer
FFBL
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Haris Khan

Head of Procurement
Nestlé
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DEI CERTIFICATION SPEAKERS



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Head of Corporate Communication
Bank Alfalah
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Shireen Naqvi

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Carnelian
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Malik Ahmed

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Chain Mgmt. Division
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Faiza Qureshi

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Head of HR, Legal and General
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Andleeb Uroos Ahmed

Director Communications and
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GSK
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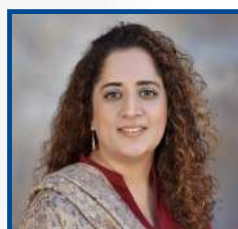
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Chief Financial Officer
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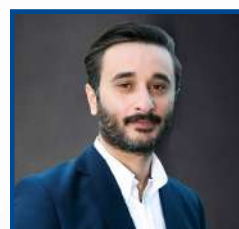
Mashood Qureshi

General Manager - Melbourne
Archery Attack
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Sabahat Bokhari

Founder & CEO
The Inclusion Lab
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Fahad Rehman

Head of ESG
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Rubaab Qureshi

Former Manager Culture
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Farah Ali

Head Product Development -
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Faysal Bank Limited
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Maliha Murtaza

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Gull Zareen Khan

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CERTIFIED PROFESSIONALS



GLOBAL



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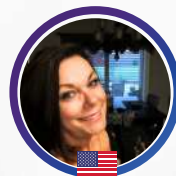
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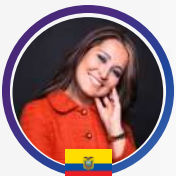
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Todd Brodie
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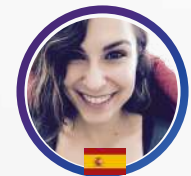
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Muhkam Wali Khan
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Munib Faruqui
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GADITEK
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Myra Javaid
Regional Talent
Acquisition Lead
Daraz
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CERTIFIED PROFESSIONALS



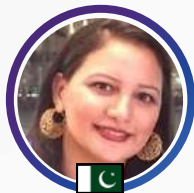
PAKISTAN



Nadia Akbar Huda
Director HR
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Najia Rafiq
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The School of Information RISK
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Nida Tinauli
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Noor Us Subbah
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Vaival Technologies
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Noorulain Zafer Khan
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Noreen Zehra
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Jinnah Sindh
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Rabia Altaf
HR Professional
Pakistan Human Capital
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Rabia Tahir
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National Bank of Pakistan



Rana Imran
CEO
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Roofi Jamil
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Habib Bank Limited
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Rooha Hamidani
Reward Specialist
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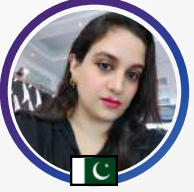
Sabeen Khalid
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Sadaf Hatif
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**Dr. Sadia Javed
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CERTIFIED PROFESSIONALS



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Sidra Saleem
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Sohail Khan Durrani
Resources, Training & Assets
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NielsenIQ
Pakistan



Suhaib Baluch
Regional People &
Culture Director
foodpanda
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Suleman Ansar Khan
Executive Director and
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Pure Health
Pakistan



Sumbal Manzoor
Lecturer Business
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Syed Safiullah Afghan
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Syeda Beenish
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Bank Al Habib Limited
Pakistan



Tahira Amin Khattak
Director HR
Telenor
Pakistan



Talha Abbasi
Senior Manager –
People & Culture
HRSG
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Talya Umair Jalil
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Improvement
Kompass Pakistan (Pvt.) Ltd.
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Tamkeen Sardar Faisal
Country HR Leader
FrieslandCampina
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Tuba Khalid
Consultant
Pakistan



Umber Shakeel
Head of People Services
Karandaaz
Pakistan



**Umber Tanya
Ansari**
Principal Consultant
Candid Crow
Communications LLC
Pakistan



Unaiza Niazi
HR Business Partner
Novel Energy Solutions
Pakistan



Usman Saleem
Senior Technical Recruiter
S&P Global
Market Intelligence
Pakistan



Arslan Irshad
Lead Talent
Sustainability
Fatima Group
Pakistan



Sahrish Khawaja
Head of Talent & OD
Fatima Group
Pakistan



Zile Huma Ehsan
Chief Strategy &
Operating Officer
HR Junction Pvt. Ltd.
Pakistan



Zoya Ikram
Uplift trainee
Unilever
Pakistan



Zulfiqar Ahmed Janjua
Head
Bahria University
Pakistan

TESTIMONIALS



Priscilla Dsouza - Irani

Founder and CEO
Rediscover Yourself
Pakistan

"Participating in this session was an immensely valuable learning experience for me. As a consultant and trainer, I have gained deeper insights into many best practices that organizations can adopt to enhance their efficiency and effectiveness. The training provided practical frameworks and strategies that I believe will be beneficial in my future engagements.

Although I recognize that Pakistan has significant opportunities for growth and learning in this area, I believe that the session was impactful and well-structured. It not only increased my knowledge but also inspired me to implement new approaches within my work.."



Lorena Campaño

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."



Muhammad A. Laghari

Managing Partner
Antal International
UAE

"This course proved to be an invaluable experience, particularly given the rapidly evolving professional landscape. The comprehensive exploration of the DEI (Diversity, Equity, and Inclusion) agenda was a significant highlight. The time and effort invested were undoubtedly worthwhile, yielding a strong return in terms of knowledge and practical application. I extend my sincere gratitude to the HR Metrics team for organizing such a well-structured and insightful program, and commend their exceptional efforts in bringing together a diverse group of practitioners who generously shared their expertise and perspectives. The opportunity to learn from and connect with these individuals was a unique and enriching aspect of the course."



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, SPHR, 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

Certificate Number: 85

Date of Issue: 28 January 2023

Date of Expiry: 28 January 2026

CERTIFICATE TEMPLATE



FREQUENTLY ASKED QUESTIONS (FAQS)

▶ **What is the last date of enrollment for DEI Certification?**

The last date to register for this program is 4th July 2025.

▶ **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 Essentials of GDEIB Live 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.

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

Access to the online learning system is valid for 1 month. 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. Participants who opt for a re-exam will also receive a one-month extension to access the learning contents on Teachable.

PROGRAM DIRECTOR

Zahid Mubarik

SHRM-SCP, SPHRI, GPHR

CEO HR Metrics

President SHRM Forum Pakistan

Member ISO HR Standards Technical
Committee 260

Member Pakistan Stock Exchange Task Force
on ESG



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.