



MICHAEL BACH, CCDP/AP

INCLUSION, DIVERSITY, EQUITY AND ACCESSIBILITY
EXECUTIVE AND THOUGHT LEADER

What Gets Measured, Gets Done: Measuring Success in Inclusion, Diversity, Equity and Accessibility

Overview

“Diversity” and “inclusion” have become buzz words. They’re used in casual conversation by CEOs and world leaders alike. Many leaders have realized that inclusion, diversity, equity and accessibility (IDEA) must be strategic priorities to ensure their organization’s success, but they don’t have a clear understanding of how to measure IDEA. Key to sustaining an IDEA journey is the ability to measure – and in particular measure the return on investment (ROI) – to understand if your efforts are addressing the challenges your organization is facing, and if the work is adding value to your top and bottom line.

What Gets Measured, Gets Done: Measuring Success in Inclusion, Diversity, Equity and Accessibility is an entertaining and informative look at the “what” and “how” of IDEA measurement. Based on his book *Birds of All Feathers: Doing Diversity and Inclusion Right*, and his extensive experience in data analytics, Michael Bach shares key concepts on how to measure diversity, how to measure inclusion, and how to understand the ROI of your IDEA efforts.

Learning Objectives

Participants will come away with a clear understanding of:

1. How to measure demographics.
2. How to measure inclusion.
3. Other key areas you can measure that will show the ROI of IDEA

What People Are Saying:

“I was fortunate to have had an opportunity to hear Michael speak on diversity, inclusion, and equity while attending a national sports forum. These issues are so important for any workplace, business, or not-for-profit. When our organization decided we wanted to expand our understanding in these areas, we turned to Michael because I truly believe he’s one of the best in the country. Informative, engaging, and extremely personable, Michael was an exceptional facilitator, and our team gained a lot of important knowledge from our sessions with him.”

Amy Walsh | Executive Director | Hockey Nova Scotia



@TheMichaelBach



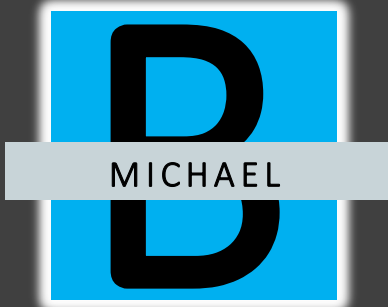
647.300.3734



hello@michaelbach.com



michaelbach.com



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Target Audience

This program is ideal for any organization that is looking to take their IDEA journey to the next level, and looking to improve their measurement of IDEA to understand the impact of their efforts. It is applicable for for-profit and non-profit audiences, across any industry, and appropriate for all potential attendees, with a particular focus on People Managers, HR professionals and Leadership Teams.

Abbreviated bio

Michael Bach is internationally recognized as a thought leader and subject matter expert in the fields of inclusion, diversity, equity, and accessibility, with nearly 20 years of professional experience in the field. He is the former deputy Chief Diversity Officer for KPMG International and has spent the past 10 years working as a consultant with some of the world's largest employers. He is an engaging, entertaining, and informative keynote speaker and storyteller, bringing a vast knowledge of leading practices in a live setting to his work. He is the author of two award-winning and best-selling books: [*Birds of All Feathers: Doing Diversity and Inclusion Right*](#); and [*Alphabet Soup: The Essential Guide to LGBTQ2+ Inclusion at Work*](#). Additionally, he speaks openly about his lived experience as a member of the LGBTQ2+ communities and as a person with a disability.

Educational Materials

Michael's presentations aim to be as paper-free as possible. A PDF of the presentation can be emailed to interested participants, following the engagement.

AV Requirements

- Lavalier Microphone and associated speakers, if room requires
- Screen (Large)
- Projector
- Presenter Monitor

Can be offered virtually; above requirements not necessary in that circumstance



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