



# MICHAEL BACH, CCDP/AP

INCLUSION, DIVERSITY, EQUITY AND  
ACCESSIBILITY EXECUTIVE AND THOUGHT LEADER

## The Right IDEA: Doing Inclusion, Diversity, Equity and Accessibility Right

### Overview

“Diversity” and “inclusion” have become buzz words. They’re used in casual conversation by CEOs and world leaders alike. But how do you actually *do* diversity and inclusion right, in a way that isn’t performative, and has the intended impact?

Knowing that diversity and inclusion are important and knowing where to begin when developing an IDEA (inclusion, diversity, equity and accessibility) program or strategy, are two different things. Many workplaces know that IDEA is both the right thing and the smart thing to do, but simply don’t know where to start.

**The Right IDEA: Doing Inclusion, Diversity, Equity and Accessibility Right** is an engaging and witty look at how organizations can get started on their IDEA journey. Based on his best-selling and award-winning book *Birds of All Feathers: Doing Diversity and Inclusion Right*, Michael presents his 6-step model on how an organization can start and stay on its IDEA journey.

### Learning Objectives

Participants will come away with a clear understanding of:

1. The pillars of an IDEA business case.
2. What components to include in an assessment.
3. The secret ingredient to a successful IDEA strategy.
4. How to measure 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**



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## Target Audience

This program is ideal for any organization that is trying to understand *how* to get started on their IDEA journey, or for organizations that have done some work but are struggling to make progress. It is applicable for for-profit and non-profit audiences, across any industry, with special focus on leaders, manager, and entrepreneurs.

## 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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