



MICHAEL BACH, CCDP/AP

INCLUSION, DIVERSITY, EQUITY AND ACCESSIBILITY
EXECUTIVE AND THOUGHT LEADER

The Smart IDEA: Inclusion, Diversity, Equity and Accessibility is Good Business

Overview

“Diversity” and “inclusion” have become buzz words. They’re used in casual conversation by CEOs and world leaders alike. But what do these words mean, why do they matter, and how are they going to impact your ability to operate?

It is undeniable that a focus on IDEA (inclusion, diversity, equity and accessibility) is a necessity for every employer, but can every employer articulate the infamous “business case” as to why IDEA is critical to their success?

The Smart IDEA: Inclusion, Diversity, Equity and Accessibility is Good Business

is an engaging and witty look at the business case for why any organization should be applying an IDEA lens to everything they do. Based on his best-selling and award-winning book *Birds of All Feathers: Doing Diversity and Inclusion Right*, Michael presents a clearly articulated business case for IDEA, based on data and research, that shows why any employer not only *should* have a focus on IDEA, but *must* in order to ensure success in the future.

Learning Objectives

Participants will come away with a clear understanding of:

1. The terminology commonly used.
2. The people imperative: looking at the massive demographic shifts that are driving the need for change.
3. The research that shows the positive impacts an IDEA focus can have on the top and bottom line of an organization.

What People Are Saying:

“Michael's presentations on Unconscious Bias and Privilege were outstanding. He engages immediately with the audience in a genuine way, which puts everyone at ease. He is passionate about the topics and it shows. These presentations have empowered attendees to affect change in their own organizations.”

**Kelly Henderson | Executive Director | Trucking Human Resource Sector
Council Atlantic**



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Target Audience

This program is ideal for any organization that is trying to understand *why* they should be focused on diversity and inclusion. 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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