

YOU CAN'T CHANGE

WHAT YOU DON'T MEASURE!

70%

of executives state that diversity & inclusion are important issues to their company

45%

of employees believe managers have the highest potential to boost productivity

41%

of managers say they are to busy too prioritize diversity due to higher priorities

Diversity, Equity and Inclusion (DEI) are not new to corporate leaders. Companies are spending millions of dollars on DEI initiatives, yet they still face discrimination lawsuits, low employee engagement, and increased internal conflict around generational attitude and work style differences---all leading to decreased productivity. Compounding the problem, is the perception that the workplace is not equitable. CEOs and their Boards are well aware of the business case for DEI. What they want is a way to leverage it for a competitive advantage and as an enabler for greater innovation and growth. They have struggled to find an effective tool to measure progress...**until NOW!**



Introducing DEInamics™

DEInamics™ measures leadership intention vs. workforce perception across eight key dimensions, providing relevant data to initiate sustainable DEI initiatives. Our technologically advanced tool identifies barriers to DEI and provides comparison data to help guide actions for achieving intentional and collective impact.

FEATURING
PATENTED
EMOTION
MEASUREMENT
TECHNOLOGY

"At Ideagen, we are honored to convene global leaders and luminaries dedicated to achieving the global goals by 2030! One of those leaders is Cathy Light and her team who have developed a game-changing tool in the Microsoft App Source Marketplace called DEInamics™, to assist with Goal #5 - to achieve gender equality by 2030. We applaud these efforts by Cathy and her team at Liderança Group, Inc.; they are changing the world!"

– George Sifakis, CEO - Ideagen

SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



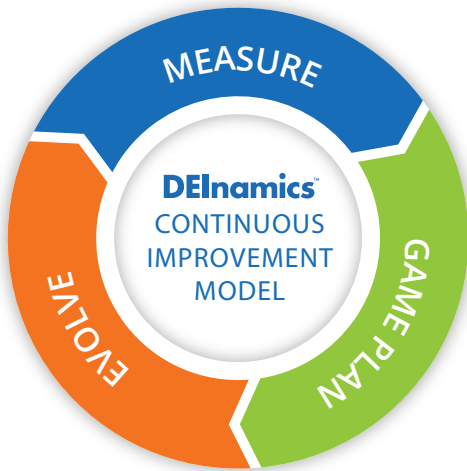
5 GENDER EQUITY

Imagine a world with
true gender equality
and women empowerment

Make it a reality with
#BuildFor2030



OUR PROCESS



Sophisticated data capture across eight key dimensions

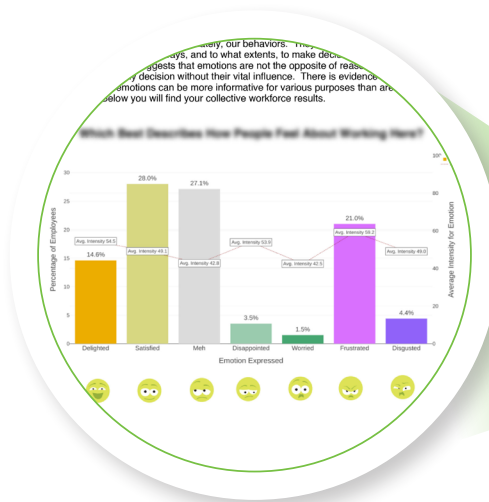


Co-create a roadmap to set meaningful priorities to improve diversity, equity, and inclusion



Continuous commitment to embrace diversity, improve equity gaps, and foster good leadership practices for an inclusive environment

DEInamics™ identifies organizational strengths, gaps, and opportunities for improvement around **people, process, and power.**



Employees perform best when they feel valued, empowered, and respected in their workplace.

Let's Get Started - Call Now!
866-864-8200



DEInamics™
 Measure What Matters



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