

Diversity, Equity, & Inclusion (DEI): Invest in women: Accelerate progress



Did you know?

McKinsey & Company Insights

- ▶ Women in Leadership: The [Women in the Workplace 2024](#) report indicates that while gender diversity in leadership roles has seen progress, there is a decline in practices supporting women, such as tailored career development programs (55% in 2017 to 54% in 2024) and formal sponsorship programs (31% to 16%).
- ▶ Impact of Inclusion: Companies that actively promote [inclusive practices](#) see significant benefits. For instance, top performers are more likely to implement bias reminders for evaluators and flexible working hours, which can enhance employee satisfaction and retention.
- ▶ Diversity Wins: Research shows that companies with diverse workforces perform better financially. For example, gender Fast Movers have increased women's representation on executive teams significantly, [showcasing the tangible benefits of diversity initiatives](#).



Diversity

Diversity is a significant driver of business performance



Inclusive mindsets

Inclusive mindsets are the first step towards hiring & leveraging diversity

#Accelerate Action

A Collective Call for Equity and Progress



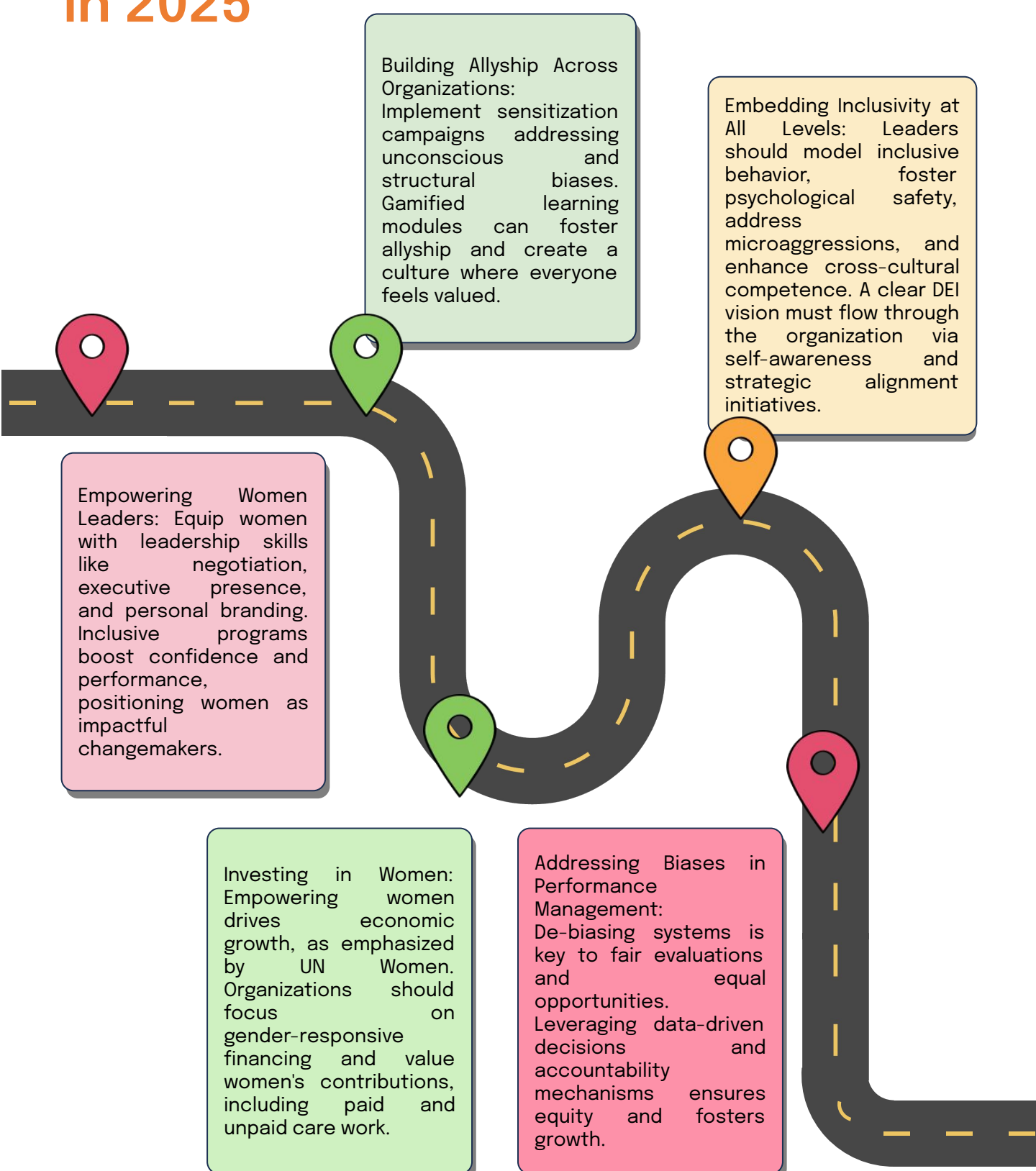
International Women's Day 2025 calls on us to #AccelerateAction, urging individuals and organizations to confront persistent inequities and build a future where everyone can thrive. The evidence for accelerating action is compelling: prioritizing diversity, equity, and inclusion (DEI) yields benefits not only for women but also for society and businesses at large.



Research underscores the urgency of this call. According to McKinsey & Company, companies with diverse executive teams are 25% more likely to generate higher profits (McKinsey & Co., 2020). Despite this, women and underrepresented groups continue to encounter barriers in advancing their careers, with biases often

The potential for innovation and growth through inclusion is staggering. Firms with diverse management report higher innovation-driven revenue, and those committed to diversity are 70% more likely to capture new markets (BCG, 2018; HBR, 2013). However, achieving true equity requires deliberate and accelerated action to dismantle systemic barriers and create inclusive ecosystems.

Roadmap to #AccelerateAction in 2025



Building Allyship Across Organizations: Implement sensitization campaigns addressing unconscious and structural biases. Gamified learning modules can foster allyship and create a culture where everyone feels valued.

Embedding Inclusivity at All Levels: Leaders should model inclusive behavior, foster psychological safety, address microaggressions, and enhance cross-cultural competence. A clear DEI vision must flow through the organization via self-awareness and strategic alignment initiatives.

Empowering Women Leaders: Equip women with leadership skills like negotiation, executive presence, and personal branding. Inclusive programs boost confidence and performance, positioning women as impactful changemakers.

Investing in Women: Empowering women drives economic growth, as emphasized by UN Women. Organizations should focus on gender-responsive financing and value women's contributions, including paid and unpaid care work.

Addressing Biases in Performance Management: De-biasing systems is key to fair evaluations and equal opportunities. Leveraging data-driven decisions and accountability mechanisms ensures equity and fosters growth.

Road to #AccelerateAction in 2025



Accelerating action is not merely a moral imperative; it's a strategic advantage. Inclusive organizations report a 101% increase in employee engagement and are 73.2% more likely to attract top talent (Deloitte, 2013; McKinsey & Co., 2017). By committing to bold DEI strategies, we can unlock the full potential of every individual, fueling innovation, economic growth, and societal progress.

As we celebrate International Women's Day 2025, let us acknowledge that the time for action is now. Equity isn't a distant ideal; it's a driver of progress. Together, we can accelerate action and create a future where diversity, equity, and inclusion are not just aspirations but tangible achievements.

What programs do we offer within the DEI Space?

Building a Culture of Inclusivity



Ignite Change to guide others

Leadership builds a DEI vision & values, & learns to lead the change



Align & Empower to strengthen culture

DEI vision & values are cascaded to org & teams understand their own biases



Encourage Perspective to make voices heard

Managers are enabled to build a culture of inclusivity in teams at the ground level



Nurture Ties to create cohesion

Managers master cultural sensitivity in global team settings



Build Allyship to strengthen inclusion

Enable teams to become more effective allies through sensitisation and awareness of biases

Building a Diverse Leadership Team



Carve the Path to ensure equal opportunities

Managers enhance awareness of biases in the performance management process



Enable the Rise for women leaders

Empower women with tools and skills needed to break barriers

Ignite Change

Do you want to establish a culture of DEI or take initiatives around it but don't know where to start?

Begin by hearing from an expert, building a vision for DEI, and leading the change across your organization.



Audience
Leadership

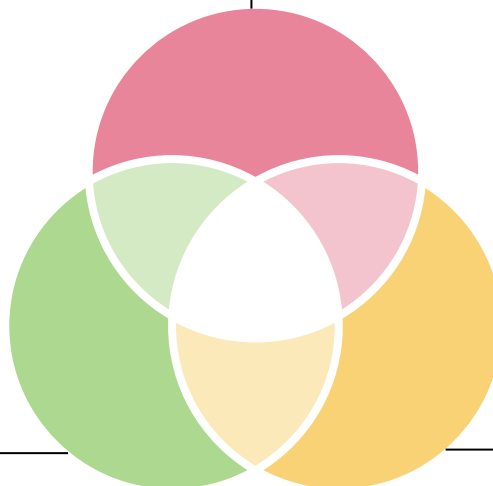


Duration:
One Month



Delivery
Format: Hybrid

- Kick starting the journey (virtual session)
 - Understanding challenges connects
- DEI (virtual)



- Masterclass on DEI best practices by Smita Tharoor
- Lego Serious Play full-day in-person workshop to build the DEI vision

- Leading Change full-day in-person OR two half-day virtual workshops to narrow down on actionable steps to take to implement the vision

** Journey is customisable based on needs and preferences*

Align & Empower

Do you need to get the entire organisation aligned to the vision and values and get them to speak the language of DEI?

Help every organisation member to understand the importance of DEI, align with the DEI vision & values, and cultivate awareness of their own biases and how to beat them at scale and in a fun and engaging way.



Audience
Full Organisation

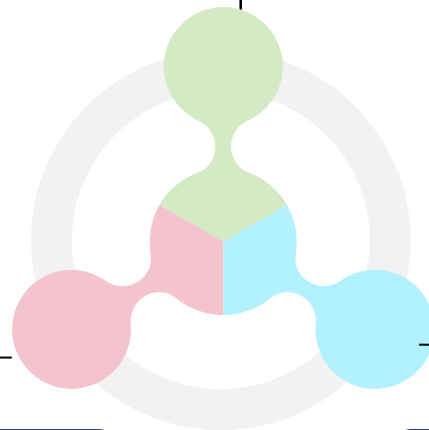


Duration:
Self-Paced



Delivery Format:
Completely Virtual &
Gamified(app-based)

- Kick starting the journey (internal leadership connect)
- Onboarding onto Joyflar app



- Gamified self-paced culture cascade. Completely customised and co-created with leaders to ensure the right DEI vision & values are cascaded to every team member.

- Option of one of two self-paced gamified challenges (run asynchronously over a week).
- Leaderboards shared with client for internal recognitions.

**Journey is customisable based on needs and preferences*

Encourage Perspective

Do you need to equip managers on building inclusivity in their teams at a ground level?

Help managers understand the importance of DEI, cultivate awareness of their own biases & microaggressions and how to beat them, and implement strategies for inclusivity in their teams, including creating a psychologically safe environment.



Audience
Managers

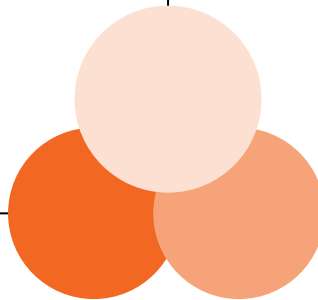


Duration:
One Month



Delivery Format:
Hybrid OR
Completely Virtual

- Kick starting the journey (virtual session)
- Self-paced course to understand the basics of inclusivity OR simulation on unconscious bias



Building a Culture of Inclusivity full-day in-person OR two half-day virtual workshops to understanding effects of biases & microaggressions, how to beat them, and how to build an inclusive team culture.


- LMS-based workplace application activities to implement actionables
- Group reflection (virtual session) to consolidate learnings & troubleshoot application-related challenges.


** Journey is customisable based on needs and preferences*


Nurture Ties

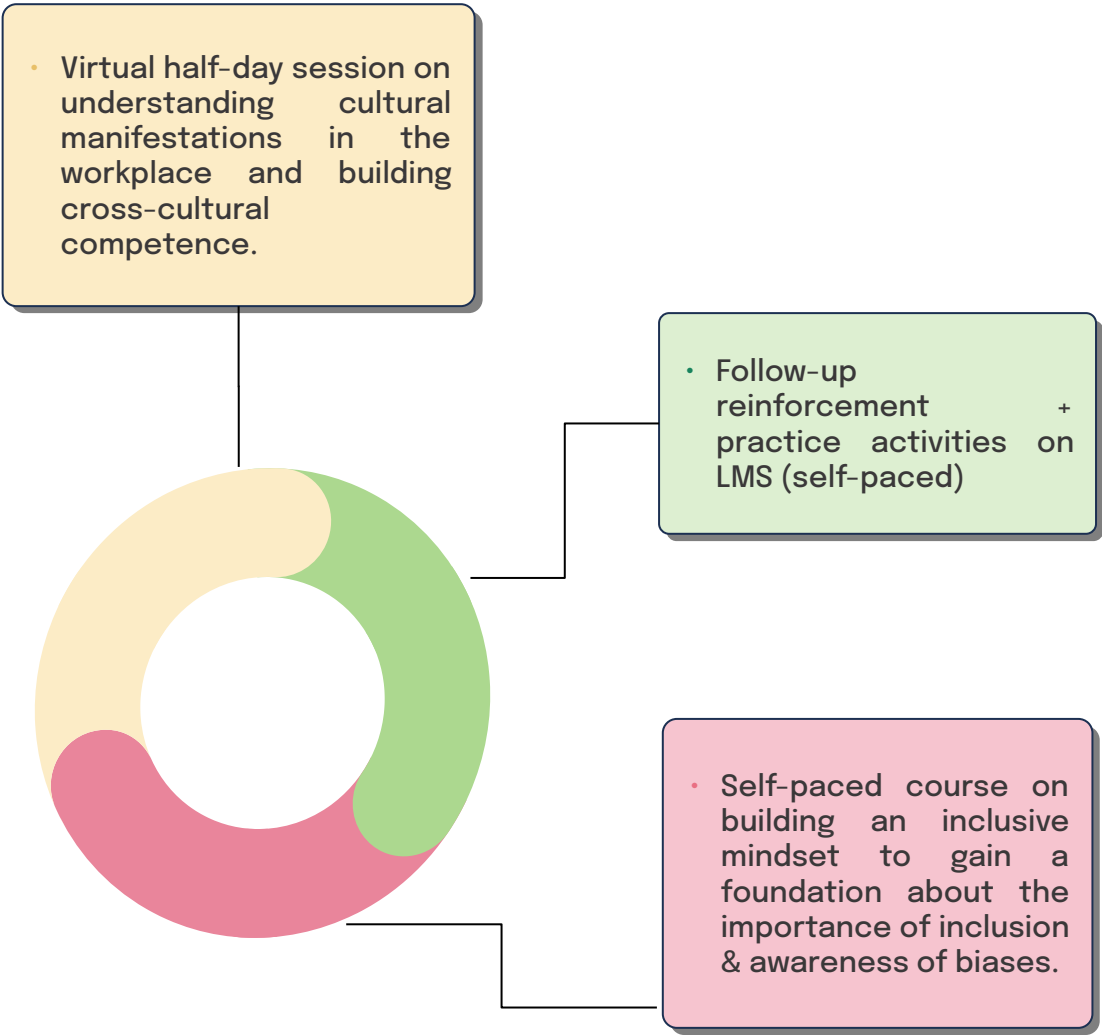
Do you want to equip your managers with the cross-cultural competence needed to navigate global teams effectively and respectfully?

Help managers understand the importance of cross-cultural competence and its relevance in management, team cohesion, & productivity, and empower them with the interpersonal nuances needed to interact with team members of various cultures.

 Audience
Managers of
Global Teams

 Duration:
One Month

 Delivery
Format: Virtual





** Journey is customisable based on needs and preferences*


Carve the Path

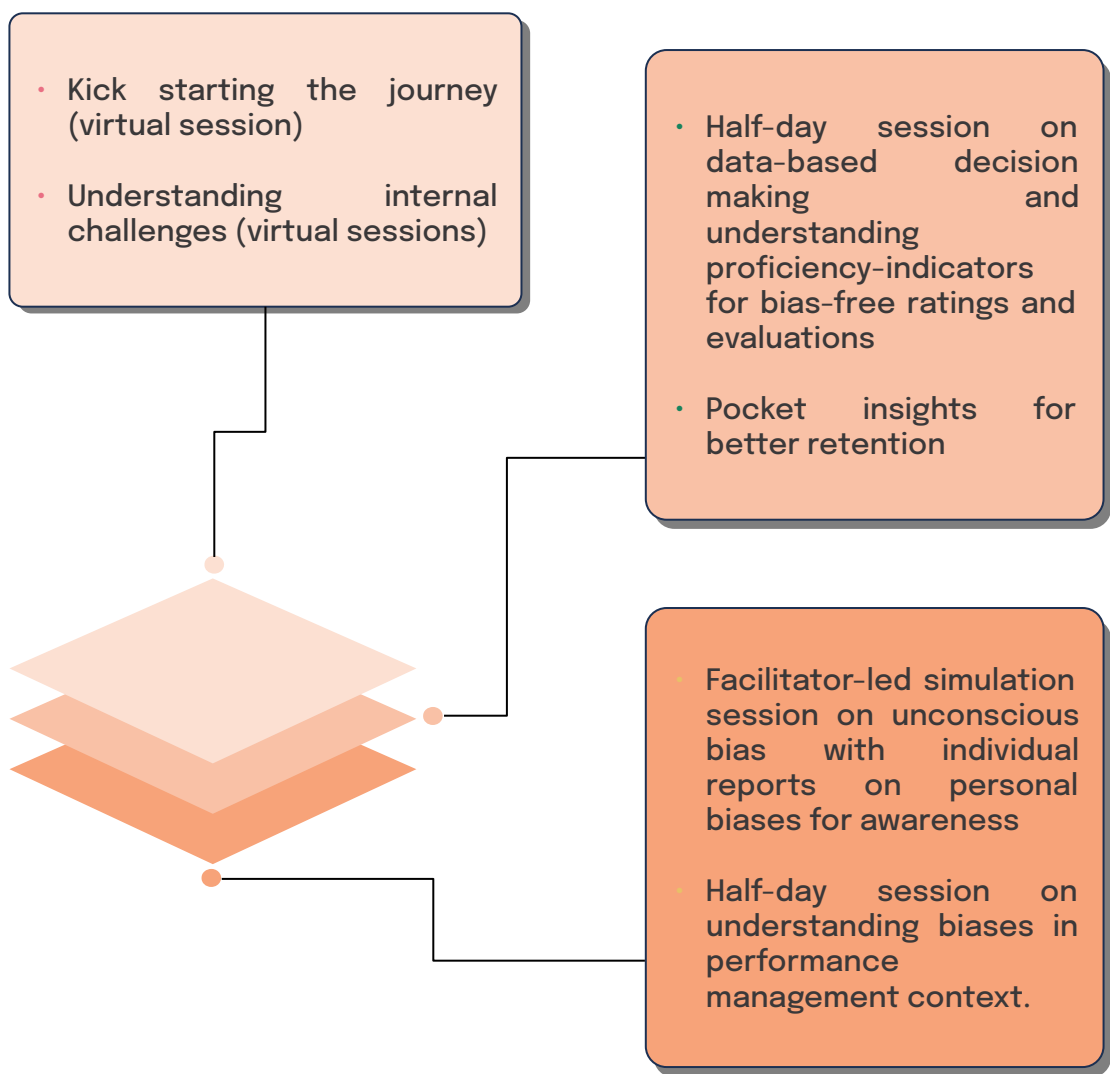
Do you want to de-bias your performance management system to ensure evaluation criteria are fair & inclusive?

Help your managers become more aware of biases within performance management contexts and ensure they are taking steps to review and evaluate everyone equally.

 Audience Managers

 Duration: One Month

 Delivery Format: Hybrid



** Journey is customisable based on needs and preferences*

Enable the Rise

Do you want to establish a foundation for your women high-potentials to become the leaders of tomorrow?

Help women from various bands develop their personal brand, executive presence, negotiation skills, and leadership skills to equip them towards becoming confident and self-assured leaders.



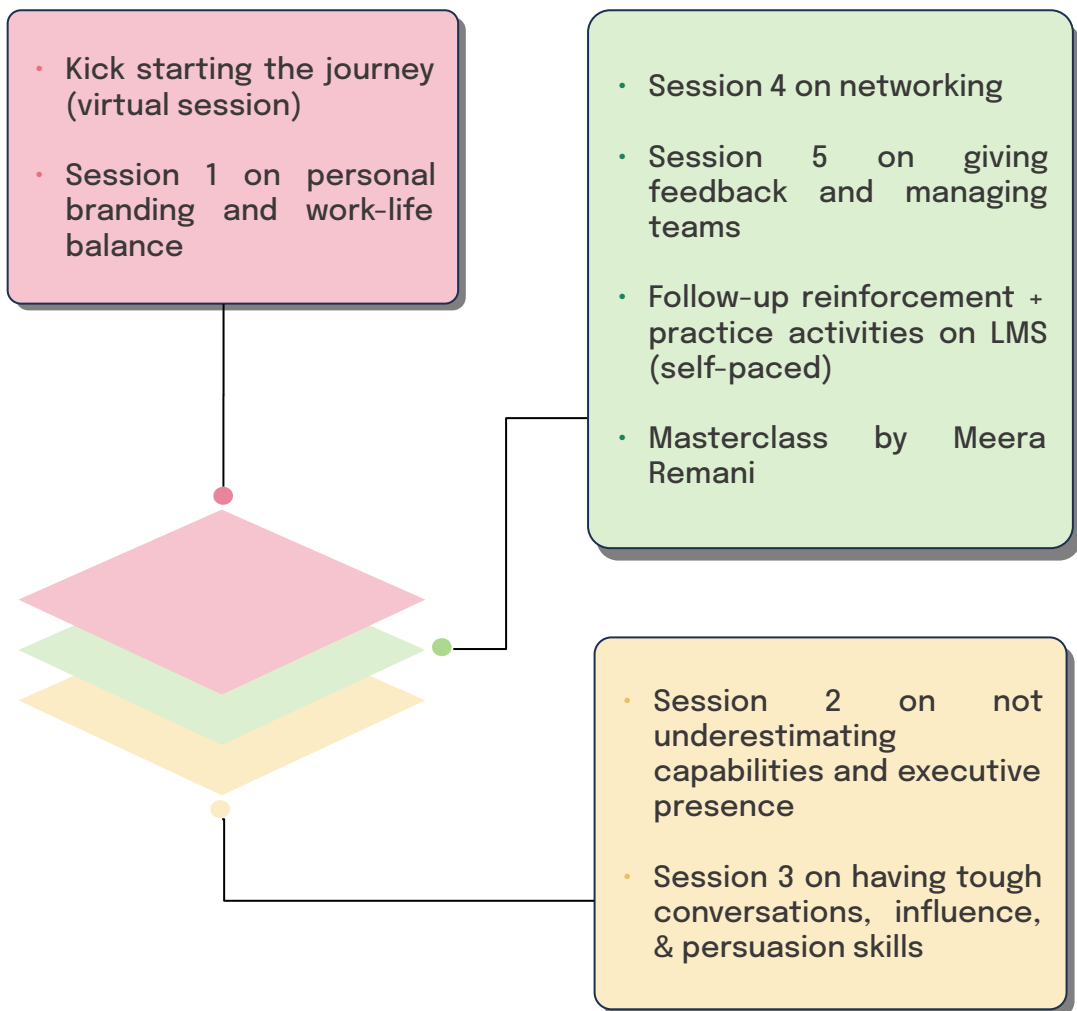
Audience
Women



Duration:
Four-Five Months



Delivery Format: Hybrid
*Supplement with internal mentorship



**Journey is customisable based on needs and preferences*


**Sessions are recommended to be in-person full day workshops*

Build Allyship

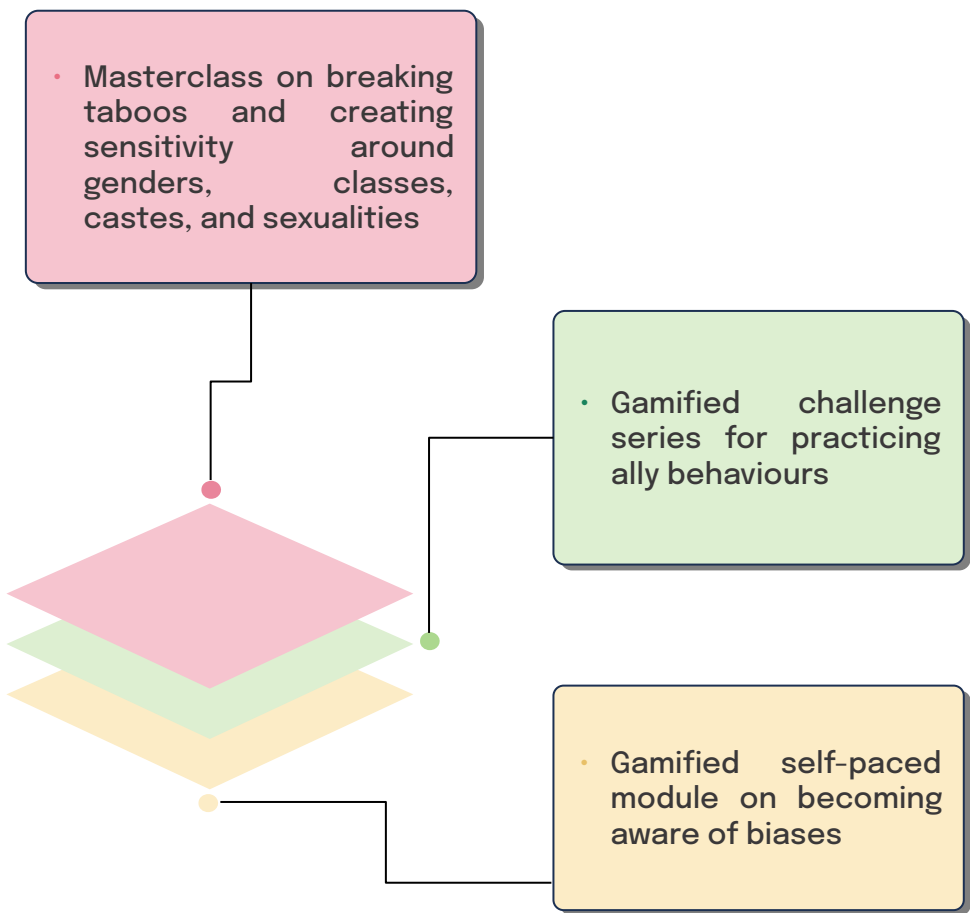
Do you want to encourage people in the organisation to build allyship with women and others?

Enable people to cultivate an allyship with women and others by busting taboos and creating awareness around biases.

 Audience
Full organisation

 Duration:
One Week

 Delivery
Format: Hybrid



* Journey is customisable based on needs and preferences

Case studies



A global revenue management company collaborated with FocusU to conduct a gamified Diversity & Inclusion (D&I) workshop aimed at addressing unconscious biases among its leadership. Designed for 250 leaders across business units, the virtual program centered on an immersive storyline, "The Chamber of Secrets," where participants, divided into teams, tackled clues to restore an ancient monument. This engaging format highlighted six common unconscious biases in a team setting.

Pre-workshop activities introduced D&I concepts, building familiarity with the gamified content. Throughout the event, reflective questions prompted leaders to evaluate and consider behavior changes, resulting in key takeaways like focusing on open-mindedness, avoiding stereotypes, and fostering inclusive decision-making.

The workshop received high praise, with participants appreciating the interactive experience and rating it positively. Leaders noted its impact on promoting self-awareness and a commitment to D&I practices. Client feedback highlighted the program's success in maintaining engagement among a large group and fostering collaboration. This workshop strengthened D&I awareness and encouraged actionable change within the organization's leadership culture.

Read more: <https://focusu.com/pdf/Case-Study-DEI-Gamified.pdf>

Case studies



This case study highlights a strategic initiative aimed at enhancing diversity and inclusion by one of the world's largest confectionery manufacturers. To strengthen women's representation in leadership roles, we designed a six-month program targeting competencies tailored to the unique challenges women face. The program focused on key areas, including overcoming unconscious bias, boosting self-confidence, mastering time management, fostering a growth mindset, influencing without authority, and conflict resolution. Interactive methods, such as facilitator-led workshops, microlearning, role-plays, and business simulations, were employed to ensure immersive learning. As a result, participants experienced significant growth, with increased confidence, better work-life balance, and improved leadership skills. Managers also gained greater awareness of unconscious biases, contributing to a more inclusive culture. The initiative built a strong, diverse leadership pipeline, demonstrating the transformative power of customized training solutions for organizational success and gender diversity in leadership.

Read more:

<https://focusu.com/pdf/Casestudy-Women-Leadership-Program.pdf>

About

FocusU Engage is one of India's leading names in the field of learning and OD interventions. The inspiration behind FocusU is a quote from Walt Disney: "Laughter is no enemy to learning".

"To enable people and teams be more through meaningful learning."

This is the mission that has driven us over the years and made us a name that L&D stakeholders across more than a 900+ corporates place their faith on to deliver every single time.

We solve two big problems for our clients.

- Learner engagement: When a learning intervention is not customised, learners are not engaged.
- Application of learning: Without learning transfer, investments on training deliver very less ROI.

We believe one size never fits all. Hence for each engagement, we take time to understand the need deeply. We ask a lot of questions and at times push back against what we think are unrealistic expectations from a training program. But eventually this helps our clients and us arrive at a shared understanding on how we can create tangible impact for the business. Only then do we proceed to designing the learning intervention. And we own it end-to-end in terms of content, delivery, communication and program management.

Our learner-centricity is not an empty promise. We have backed it up from our founding days more than a decade and a half ago, with an unconditional promise to our customers that we call, "Happy or Free."

Every year, we conduct around 1000+ learning workshops - that touch the lives of over 40,000 employees. As our tagline says, we hope to inspire each person we touch to #BeMore.



To know more about us, drop in at:
www.focusu.com

We are a very friendly bunch, so do feel free to reach out to us through:

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