

Cohort Group 18

Capstone Project - 30-Days of DEI

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Who Are We



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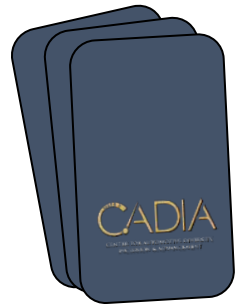
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AWARENESS AND EMPATHY open the gates to productive dialogue. Persistent, open-minded dialogue is one way to contribute to long lasting change.

Our goal was to create a way to educate on a wide range of DEI topics with easy to use and accessible challenges for all employees to participate in.

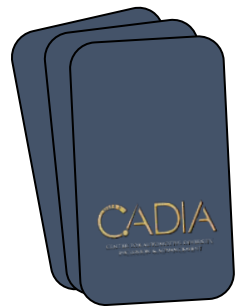
Process

- Our goal was to develop an educational tool for all companies to use that would challenge employees to be more aware and open minded regarding DEI.
- The idea of the 30 days of DEI Cards was pitched
- Challenges we faced:
 - ❑ How do we keep each idea per card impactful but also manageable to complete in a day.
 - ❑ How do we reach remote and on-site employees? Having the ability to use a QR Code was essential for us.
 - ❑ We needed the project to be attainable and to also generate long term positive DEI habits!



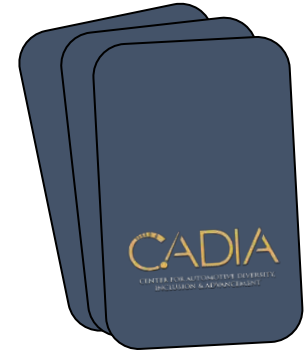
Importance

- Why is our project important:
 - ❑ Challenges the existing paradigm and encourages better behaviors.
 - ❑ Allows employees to get outside of their comfort zones
 - ❑ Recognizes and reduces unconscious biases
 - ❑ Promotes self education and reflection
 - ❑ Ongoing activity that can be a part of daily, weekly, or monthly meetings and practices
 - ❑ Inclusive for all employees at all levels



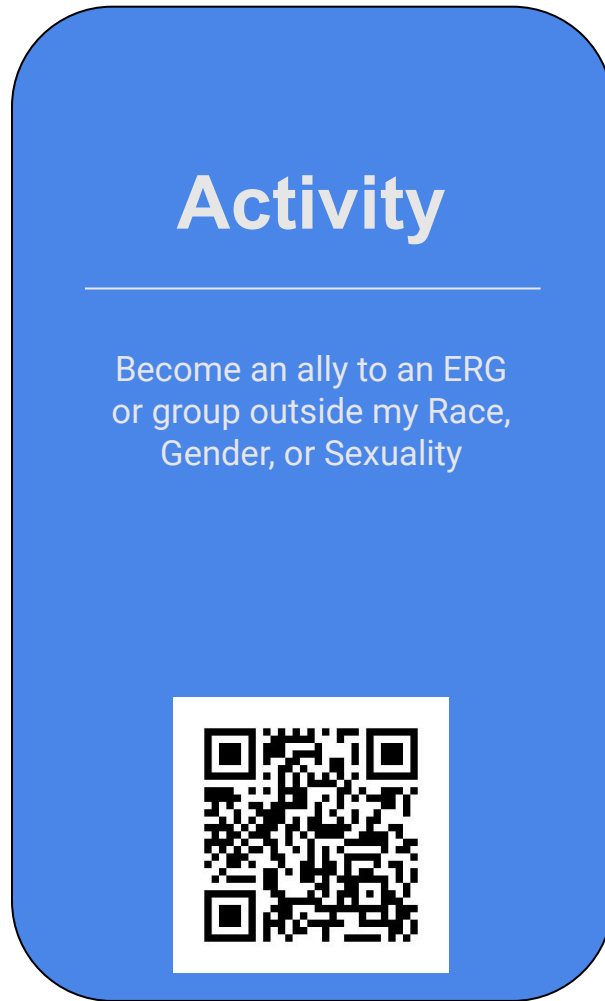
The Cards

- WHAT'S INCLUDED:
 - Each deck includes 39 cards.
 - 1 Instruction card
 - 1 card for explaining each of the 3 pillars of Diversity, Equity and Inclusion
 - 1 card explaining Allyship.
 - The remaining 34 cards are split into 4 color coded categories:
 - **1) Activity**
 - **2) Reflection**
 - **3) Discussion**
 - **4) Education**
- HOW TO USE:
 - Set your own pace or nominate a leader or committee to kick the challenge off
 - Cards can be pulled daily, weekly, monthly or as part of team meetings.
 - For example, make a month of DE&I Awareness and use one card daily or have Team Leads pull a card during meetings as a conversation starter.

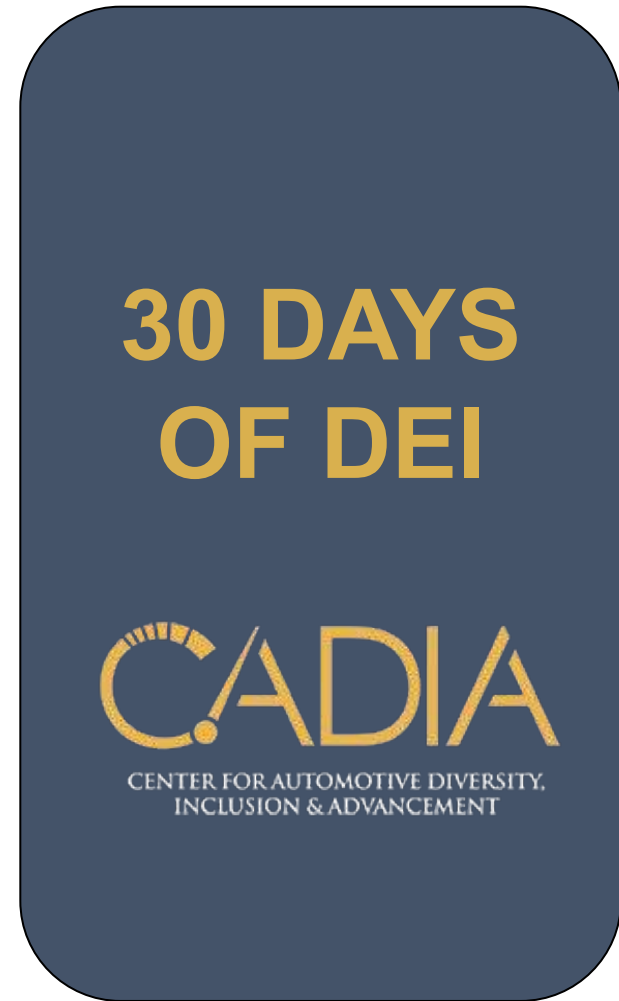


Card Template

Front



Back



3.5"

2.5"

Card Template

Front

Discussion

Share an example or story of when you have benefitted from or recognized equality or uplifting story touching on DE&I



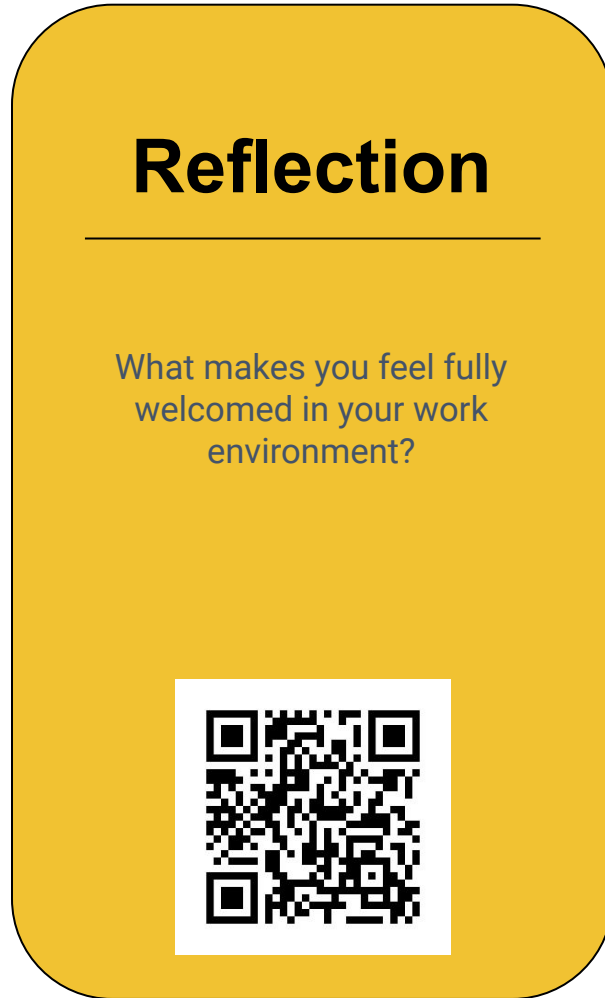
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30 DAYS OF DEI

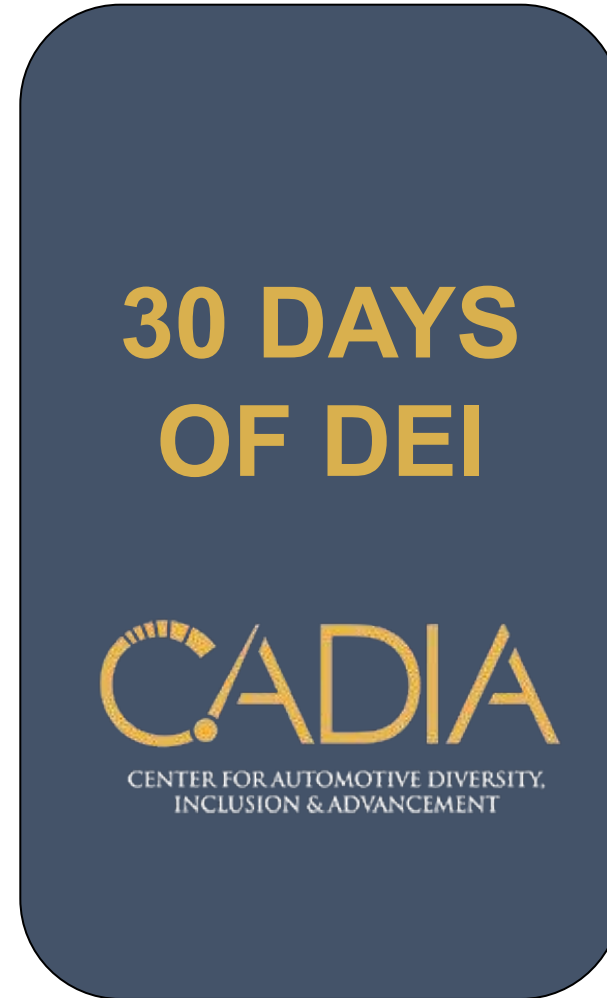
CADIA
CENTER FOR AUTOMOTIVE DIVERSITY,
INCLUSION & ADVANCEMENT

Card Template

Front

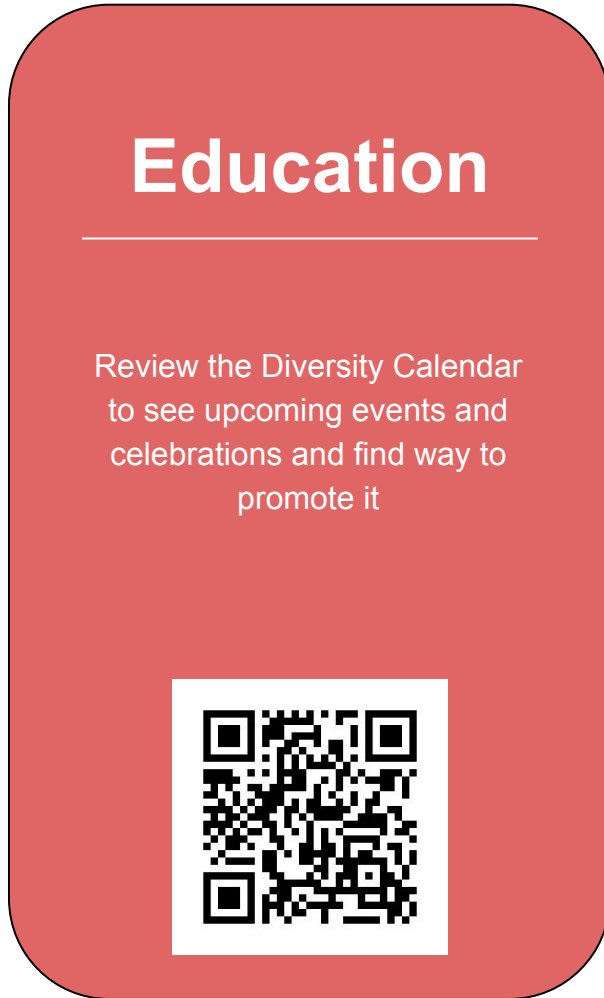


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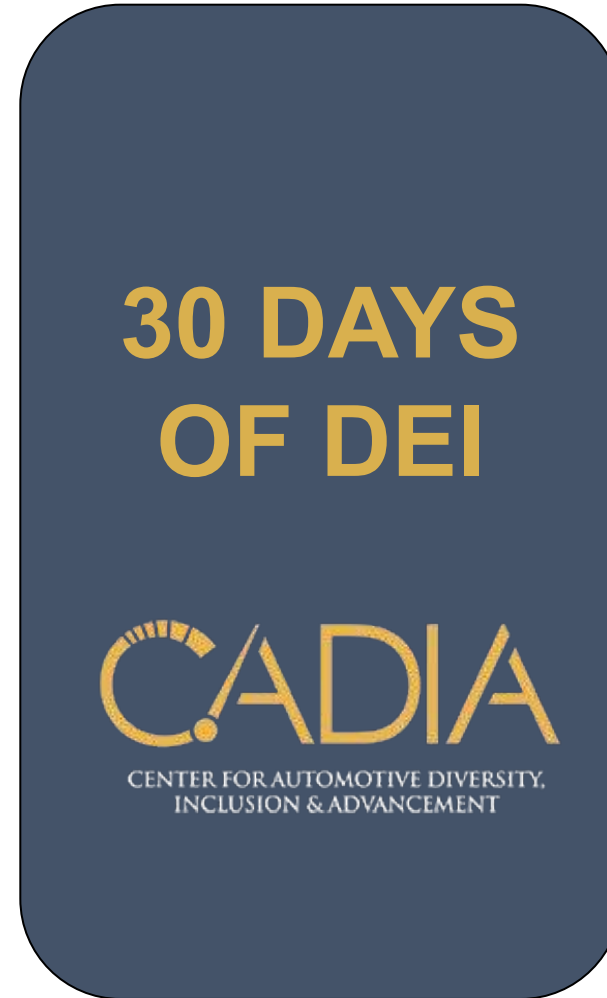


Card Template

Front



Back

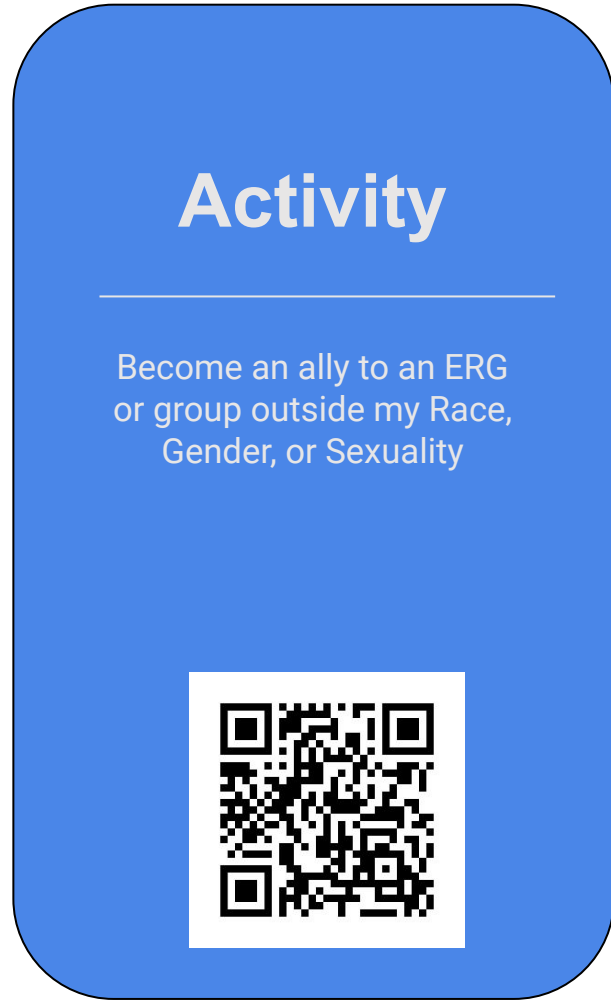


Card Deck Details

Martin Abdulahad
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Justin Page

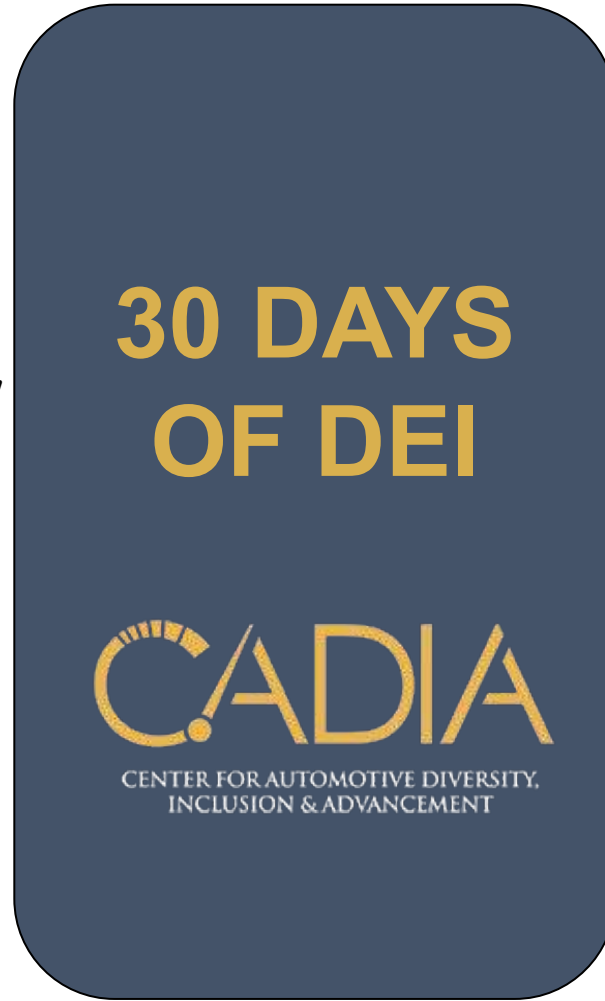
Card Template

Front



2.5"

Back



3.5"

- Card Specs:
 - 3.5 in by 2.5 in (size of playing card)
 - Colors based on your company branding
 - QR code can be update to direct users to other locations including company webpages, ERG/BRG sites, or others.
- Link to print:
 - FedEx Printing: [Printing Services | FedEx Office](#)
 - Or a promotion / printing company you have worked with
- QR code generator Link:
 - <https://www.qr-code-generator.com/>

Card Template

Front

Instructions

Pull a card daily, weekly, monthly;
use as an individual or to kick off
a team meeting.

Set your own pace or nominate a
leader or committee to initiate
the activity or challenge other
groups / individuals



Back

**30 DAYS
OF DEI**

CADIA
CENTER FOR AUTOMOTIVE DIVERSITY,
INCLUSION & ADVANCEMENT

Card Content

Card Content	Activity, Reflection, Discussion, Education
Lead with inclusion, Initiate daily conversation with someone that is outside my normal sphere for friend	Discussion
Become an ally to an Employee Resource Group (ERG) or group outside my Race, Gender, or Sexuality	Activity
Review the Diversity Calendar to see upcoming events and celebrations and find way to promote it	Education
From Diversity Calendar, celebrate or recognize religious holiday, cultural celebration or national day related to DEI; wish them your friends or colleagues on a cultural or religious holiday	Activity
Share an example or story of when you have benefitted from or recognized equality or uplifting story touching on DE&I	Discussion
Start a book club or choose a book on a DEI topic; initiate meeting to discuss	Activity / Discussion
Host a travel the world "DEI virtual tour" or potluck lunch to share and learn about different cultures, traditions, food	Activity
Watch a ted talk or listen and share a podcast or video with someone with an immigrant or diverse background	Activity
Read a story or listen from someone who has had biased used against them or held them back	Activity
Learn and pronounce colleagues by their correct name; ask a colleague how the correct pronunciation of their name is	Discussion
In meetings or in team, encourage attendees to share favorite brands or products that are minority owned, share them	Activity
Rotate who leads meetings - Give employees / team members equal opportunity to lead	Activity
Create a "snapshot board" - In work teams or in break rooms have a board that allows employees to post a photo and a story about themselves to get to know co-workers on a more personal level	Activity

Card Content

Card Content	Activity, Reflection, Discussion, Education
Volunteer within your local community (examples; library, cleaning up parks, helping a neighbor). If your company offers time to volunteer, take advantage.	Activity
Daily Reminder: When addressing a group, avoid using gender-specific words such as “guys”. Bemindful how you address individuals, ask and address them by their pronouns	Activity
Everyone is important, let people share their thoughts. Listening is important. Do not interrupt. Don’t overtalk. Encouraging everyone to talk. During meetings, encourage everyone to share their opinions.	Discussion
Be open to new opinions: Try saying “I see your point” or “It’s a new perspective to me”; seek to understand and make others feel heard	Discussion
In 2021, women made up about 8 percent of the CEO workforce at Fortune 500 companies.	Education
Ask your team what tools can improve their working conditions?	Discussion
“We long to belong, and belonging and caring anchors our sense of place in the universe.” –Patricia Churchland	Education
“Strength lies in differences, not in similarities.” – Stephen Covey	Education
“We may have all come on different ships, but we’re in the same boat now.” – Martin Luther King, Jr.	Education
“Our ability to reach unity in diversity will be the beauty and the test of our civilization.” – Mahatma Gandhi	Education
“A diverse mix of voices leads to better discussions, decisions, and outcomes for everyone.” – Sundar Pichai	Education
Consider different dimensions of identity. Who is not represented in your department?	Reflection
What makes you feel fully welcomed in your work environment?	Reflection / Discussion

Card Content

Card Content	Activity, Reflection, Discussion, Education
Is the saying “treat others the way you want to be treated” representative of equity or equality?	Reflection
Have you ever experienced an inequitable environment? What was it like?	Reflection
What makes you feel fully welcomed in your work environment?	Reflection / Discussion
What is Diversity? Diversity refers to all aspects of human difference, social identities, and social group differences, including but not limited to race, ethnicity, creed, color, sex, gender, gender identity, sexual identity, socio-economic status, language, culture, national origin, religion/spirituality, age, (dis)ability, and military/veteran status, political perspective, and associational preferences.	Education
What is Inclusion? Inclusion refers to a workspace or community where all individuals are and feel respected, have a sense of belonging, and are able to participate and achieve to their potential.	Education
What is Equity? Equity refers to fair and just practices and policies that ensure all community members can thrive. Equal treatment results in equity only if everyone starts with equal access to opportunities.	Education
What is an Ally? How can I be an ally to someone around me that is different than me?	Education
Info Card - this can be about cards and how to use them	

Questions? & Thank You!

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