



Culture Dynamics DCI

Inspiring Lives • Transforming Cultures



EMBRACING DIVERSITY, EQUITY & INCLUSION

*A Framework to Raise Awareness &
Sensitivities*

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- What is Diversity, Equity & Inclusion?
- Why does it matter in today's corporations?
- What benefits can it bring to improve employees' engagement, talent management and productivity?

Our workforce consists of diverse people which by itself is a pool of talents.

Are you maximizing your talents and recognizing the differences as an asset?

The concept of diversity is founded on the premise that by harnessing the differences to create a productive environment where employees' talents are fully utilized and at the same time to achieve organizational goals.

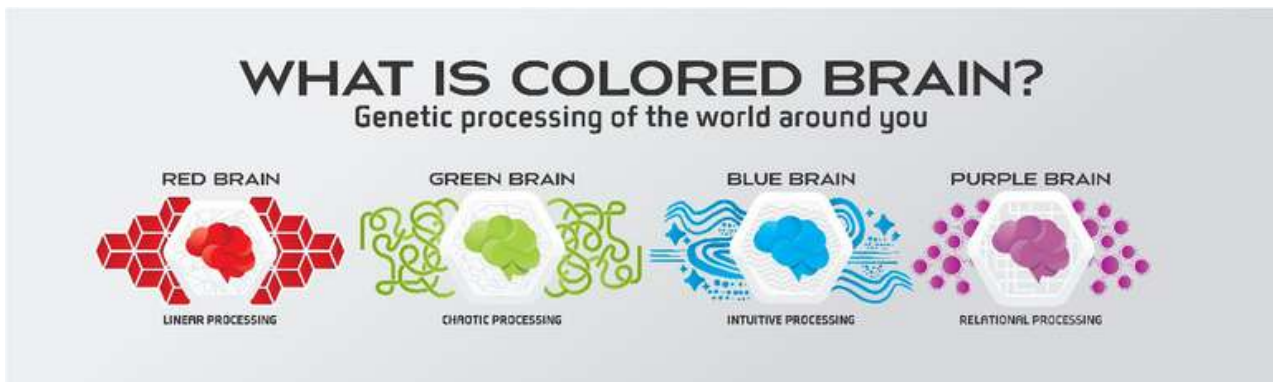
Inclusion is the state of being valued, respected and supported. It is about focusing on the needs of individuals and ensuring the right conditions are in place for the employees to achieve their full potential.

Why does it matter? Because organizations that recognize the value of diversity are proven to be more competitive and successful in today's VUCA economy. They out-perform homogeneous groups in innovation, problem-solving and agility.

Embracing Diversity, Equity and Inclusion is the way to sustain businesses moving forward. This course provides 3 areas of diversity as the expansion into the topic. You will learn Colored Brain for genetic thinking style diversity, generation and gender diversity. At the end of session, participants shall raise the awareness of importance, benefits it can yield to value and respect differences and inclusion.

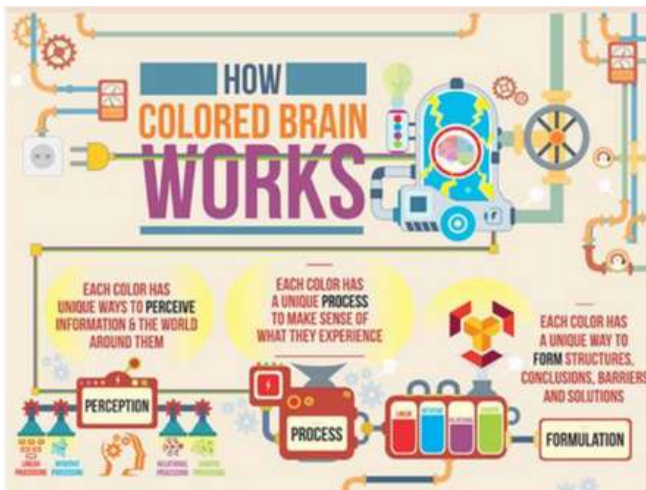
SPECIAL FEATURES

1. COLORED BRAIN



One of the components in Directive Communication methodology, Colored Brain Model sets parameters to identify and understand the way our brain processes and interprets the world around us.

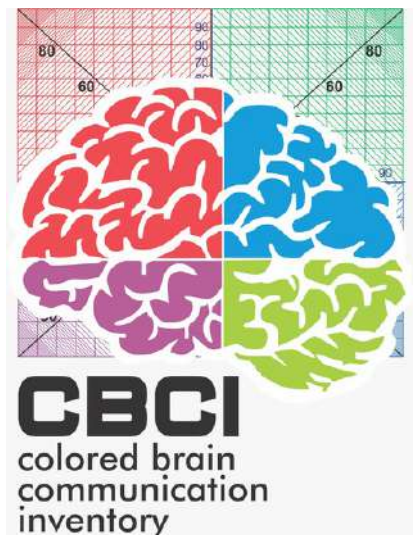
This assists in defining and overcoming conflict, miscommunication, and how we and others interpret our sense of value that is ultimately responsible for employee engagement and competence.



Through Colored Brain, you discover the root cause of disengagement and why trust breaks down. This content provides clarity of “How” our brain communicates.

Benefits of the Colored Brain Communication Inventory

- Understanding your colored brain processing.
- Understanding of how you are affected by other different colored brains.
- Strengths and how to develop them.
- Weaknesses and how to overcome them.
- Detailed Report for cultivating your productivity, influence, and mental ability.
- Clear insights on how to influence others.
- Gaps in your communication with others and how to improve.
- How to further develop other colors of your brain.



2. Generational Diversity

Based on research on Malaysian socio-economic development and statistics and some are on-going research by Lily Lau.



At the end of the session, participants should be able to:

- **Describe** the importance of diversity and inclusion, and how it can support organization's diversity efforts.
- **Explain** what unconscious bias is and how it affects our thinking and perspective.
- **State** common understanding despite differences to embrace diversity and inclusion.
- **Challenge** assumptions and equip staff with the essential skills to stay competitive in today's diverse and global workplace.
- **Describe** how Diversity & Inclusion can be embraced effectively at the workplace for team effectiveness by applying 3 areas ie. genetic thinking styles, generation and gender diversity.

Course Outcome:

- At the **global** level, we want to promote leadership and managerial practices that are designed for local delivery.
- At the **national** level, we need to harness the synergy from the multicultural diversity that is existing in Malaysia.
- At the **group** level, we have to understand the hidden dimensions of culture in order to break barriers and build national unity.
- At the **individual** level, we want to acquire knowledge and develop skills on how to move forward glocally (Think Global, Act Local).

OUR METHODOLOGY



Our methodology is highly interactive with experiential activities based on multiple intelligences.

1. In brief, we use variety of proprietary training tools, group discussion, team reflective circle, storytelling, lecture with games and activities to make learning **RELEVANT, FUN & IMPACTFUL!**
2. In essence, our methodology is:
 - Interactive learning
 - Experiential activities
 - Facilitative training
 - Participants focused.

WHO SHOULD ATTEND?



This program is suitable for:

- Diversity, Equity & Inclusion committee
- Change agents involve in Diversity, Equity & Inclusions
- Anyone with keen interest





This program can be as a forum talk for 2 – 4 hours. For training, it can be done in 1 or 2 days F2F classroom or virtual. Time and activities will vary depending on the mode and length of delivery.

DAY 1

Time from 9:00 am – 5:00 pm

Module 1: Our Conscious & Unconscious Mind

- Unconscious Mind defines reality
- What is Unconscious Bias?
- Types of Unconscious Bias
- How to overcome?

Module 2: Why Diversity, Equity & Inclusion Matters

- Understand Diversity & Inclusion – What's the importance?
- Define your company's Diversity, Equity & Inclusion Scope – Group Discussion
- The legal requirements
- What are the benefits?
- Homogeneous vs Diverse Groups – Activity
- Evolution of Inclusion

Module 3: Gender Diversity

- Activity: Men vs Women Stereotype
- Gender Stereotype
- Difference between Bias & Stereotype
- Hofstede Cultural Dimension: Masculinity vs Femininity
- Significance of applying gender diversity at the workplace

Module 4: Gender Diversity Leadership

- Who makes a better leader? Men or Women? - Debate
- Qualities of Men & Women Leaders
- Traits of a Diversity Leader
- Exemplary Men & Women Leaders



Module 5: Generational Diversity

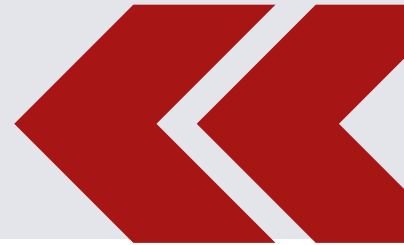
- Activity: Know my generation!
- Overview of 5 Generations – Matures, Baby Boomers, Gen X, Y & Z
- Characteristics of each generation
- What is my generation?
- Interview with Gen Y & Z – Questions from the floor
- Summary of Generations

Module 6: Colored Brain Thinking Styles Diversity

- How your brain gets clarity? Ambiguity Relief
- Colored Glasses Syndrome
- 4 Colored Brain Processors – complete Colored Brain Communication Inventory
- Colored Brain Cards (activity): How you think is how you speak
- Colored Company Game

Module 7: Moving Forward

- Group Discussion: The company's DEI Concept & Plan
- Presentation by each group



LILY LAU

Lily Lau is the speaker, trainer, facilitator and consultant for multiple training workshops, seminars and conferences, with more than 17 years training and facilitation experience in culture, diversity, bridging generational gap, communication, interpersonal skills and corporate culture transformation.



She is the **Certified Master Trainer for Directive Communication Psychology**, and the pioneer in developing Colored Brain training business in Malaysia. Over the years, she has certified over 100 trainers and coaches and conducted over 600 training workshops and speaking engagements.

Lily was awarded for being the **Best Performing International Partner** and the **Best DC Master Trainer** by Directive Communication International and Arthur Carmazzi for 2 consecutive years in 2018 and 2020. Her name is listed in the Successful People in Malaysia by Britishpedia in 2021 edition.

Based on the belief that every individual is unique and has the capacity to excel, given the right opportunities, Lily's training methodology breaks barriers, cultivates trust and creates synergies across cultures. She works with individuals from the psychological perspective by understanding their genetic thinking style and personal desire and combines the cultural influence background to provide holistic approach solutions.

Her articles on communication, generational and cross-cultural issues have been published in Leaderonomics & MyStarJobs newspapers, Smart Investors and Asian Quality magazines. Lily was interviewed in BFM radio on Malaysian generational issue and featured as a Directive Communication expert on the NTV7 Breakfast Show. Her passion is to travel, see new places, meet people and enjoy good food.



Master Trainer of
Directive Communication
Psychology in Malaysia



Master Certified
Colored Brain



Master Certified
Emotional Drives &
Motivation



DC Culture
Change Certified



HRDC Certified Trainer
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Accredited by American
Institute of Business and
Psychology (AiOBP)