

**SPECIAL TRAINING WORKSHOP:**

# Harnessing the Power of HR to Design Equitable Workplaces



**Presented through a partnership between Schabel Solutions Inc. and SHRM Iowa**

Delivered virtually as a series of five live workshops, "Harnessing the Power of HR to Design Equitable Workplaces" is a call to action for HR professionals seeking to acquire the knowledge, skills and confidence they need in order to lead the important work of building more inclusive, collaborative, engaged and productive workforces and workplaces.



## Why Investing in Diversity, Equity and Inclusion is Important

There is a clear connection between a diverse and inclusive workforce and workplace and better organizational outcomes. From improving talent attraction and retention to inspiring innovation to driving growth in new markets, investing in diversity, equity and inclusion (DEI) makes sense on many different levels. If you're doing DEI right, you should see quantifiable and qualitative results proving the impact of your efforts.

The 2020 Census recently revealed that our nation's demographics continue to change rapidly and today's workforce is one of the most diverse in our nation's history. As a result, organizations that take a proactive and intentional approach to DEI are going to win the ongoing battles tied to attracting and retaining talented employees and drive greater profitability – ensuring long-term success in the multicultural marketplace.

## Who Should Register?

All HR professionals wanting to sharpen their skills to design strategic and sustainable DEI practices.

## Certificate Series Overview

HR leaders are, and have been, at the front lines of disruption and culture change within organizations for many years – improving workplaces and the lives of all employees. By participating in this series of workshops, participants will:

- Learn innovative and proactive approaches for developing sustainable DEI programs within organizations – furthering efforts to drive impactful culture change.
- Identify and share DEI best practices to enhance workplaces and communities.
- Build a community of DEI champions across Iowa.

To earn the Schabel Solutions Inc. and SHRM Iowa DEI Certificate, individuals must participate in and complete all five workshops. Successful completion of this certificate program is not a national DEI certification. SHRM credits will be provided.

**LEAD WITH CONFIDENCE AND PRACTICAL SKILLS  
TO BUILD BETTER WORKFORCES AND WORKPLACES**

Live Virtual Training Dates: August 10, September 7, October 19, November 9 and December 14 from 2-4 PM CT

**SIGN UP TODAY AND EARN YOUR DEI CERTIFICATE**  
[getmeregistered.com/iowaSHRM](https://getmeregistered.com/iowaSHRM)





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## SERIES TOPICS:

August 10, 2:00-4:00pm

### Understanding the individual DEI journey

The workshop's 3 major objectives are to learn common terms relative to DEI, explore identity and culture and discuss steps to continue your DEI journey.

September 7, 2:00-4:00pm

### How to design your organization's DEI strategy

The workshop's main objectives are to explore the "nuts and bolts" of a DEI strategy. The outcome is access to a framework and template to design your own organization's DEI strategy

October 19, 2:00-4:00pm

### How to attract and retain diverse talent

The workshop's main objectives are to define "diverse" talent and explore 3 steps to designing a strategic recruitment and retention plan. The outcome is a deeper understanding of your recruitment opportunities as well as recruiting and retention plans to leverage ongoing.

November 9, 2:00-4:00pm

### How to design a culture of accountability and inclusion

The workshop's main objectives are to help you audit your current workplace culture and redress areas of development. The outcome is access to a framework to review processes, policies and procedures within your organization.

December 14, 2:00-4:00pm

### How to design your organization's DEI lens for impacting the marketplace/community

The workshop's main objectives are to learn how to design a DEI lens in order to improve your organization's marketing, branding and supplier diversity efforts within the marketplace/community.



## About Schabel Solutions and Claudia Schabel, Series Facilitator

With over 25 years of diversity, equity and inclusion (DEI) and human resources practitioner experience in Iowa and beyond, Schabel Solutions knows what it takes to develop and implement effective DEI programs. Since 2016, Schabel Solutions has been leveraging its experience and expertise as a full-service strategic DEI consulting partner helping other organizations develop and implement innovative diversity and inclusion programs to build more collaborative, engaged and productive workplaces and workforces. More specifically, Schabel Solutions aims to normalize inclusive behaviors and help its clients build the skills, plans, confidence and workplace cultures needed to address the dangers of unmitigated unconscious bias, untapped talent, missed market opportunities and stagnant innovation.

Claudia Schabel is the firm's Founder, President and CEO. A Drake University alum and former commissioner on the City of Des Moines Civil and Human Rights Commission, Claudia now serves on the Iowa Society for Human Resource Management (SHRM) State Council as the Director of Diversity. She also serves on the boards of the National Alliance for Partnerships in Equity, Iowa Association of Business and Industry, Science Center of Iowa and Greater Des Moines Botanical Garden.

**YOU DON'T WANT TO MISS THIS OPPORTUNITY**  
**REGISTER NOW AT [getmeregistered.com/iowaSHRM](https://getmeregistered.com/iowaSHRM)**

Earn Your Certificate By Attending All 5 Workshops. SHRM credits will be provided.

Fees:

- National SHRM Members: \$999 plus processing fee
- Non-National SHRM Members: \$1299 plus processing fee

