SyncD
A Futureheads Brand

Diversity, Equity, Inclusion

Learning & Development

DEI @ SyncD

Alicia Richardson leads our diversity, equity, and inclusion practice. Alicia has 5 years' diverse hiring experience, and 2 years 'workshop facilitation and public speaking experience. She has worked with businesses across a range of industries including tech, creative, marketing, and fashion with companies including Spotify, Depop, Analog Folk, Media Cause and Looping Group.

Alicia has experience in building her own communities, had founded a diverse job board and has created and executed diverse hiring strategies including diverse candidate attraction, retention, and inclusive hiring.

Our DEI Consultancy function:

- Educate your employees on inclusive hiring practices and behaviours to retain diverse talent
- Gives your leadership and talent team ongoing support with ad-hoc DEI talent queries
- Gives you insight into what improvements your company can make for both long and short-term impact by carrying out an audit that acts as a platform for a bespoke consulting package
- Supports you with creating and managing data to build long term DEI talent strategies

DEI Learning & Development

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Learning and Development provides insights and teachings to your employees and leadership team about best practices around attracting and retaining diverse talent. These learning sessions will feed into your wider diversity and inclusion strategy, and at the end of the modules, you will have a bespoke end-to-end DEI Talent strategy for your organisation.

We understand different businesses have different needs and resources, so offer different formats of L&D to suit businesses of all size and budgets.

1. **Thought-provoking Talks**
2. **Interactive Workshops**
3. **Deep Dive Modules**

Thought-provoking Talks

A talk led by our Lead DEI Talent Consultant Alicia Richardson. Our recommendation is that this talk takes place in a company-wide meeting, at a company DEI event (LGBTQ, International women's day, Black History) or a lunch and learn.

Time: 30-45 minutes

Talk Topics:

- Why underrepresented Talent is at a disadvantage
- Why Diversity, Equity and Inclusion sits at the heart of your business
- Why Diverse Candidates won't choose your as an employer
- Stop Grouping diverse groups together
- What Equity means
- Why diverse employees will stay at your organisation
- Finding diverse leaders for your organisation

Interactive Workshops

A workshop led by our Lead DEI Talent Consultant Alicia Richardson. Our recommendation is to block out time in the diary at least 2 weeks in advance for participants to reserve this time for the workshop. Although we encourage all registered participants to attend workshops, we understand this may not always be possible, we suggest you add DEI into individual growth and performance plans so there is an incentive to attend.

Time: 45-60 minutes

Recommended number of attendees: 10-20

Workshop Topics:

- How to attract diverse talent using employer branding
- How to run an inclusive hiring process
- Attract and hire diverse talent

Deep Dive Modules

These modules will be led by our Lead DEI Talent Consultant Alicia. Our recommendation is to map out the key employee who should participate in these modules, and incorporate these modules into their schedule. Recommended participants are individuals who have an impact in hiring, promotions, and company culture, for example, heads of, managers, recruitment teams, HR. We have 4 modules in total, each module will have 60-minute sessions, and the number of sessions per module will vary per module. We recommend 1 session a week and completing 1 module at a time. Each Module will have an assessment at the end of the module to evaluate what has been learnt and highlight the value in teachings.

Recommended participants: 10-25

Module Topics:

- **Attracting and Sourcing Diverse Talent** – Recommended for Talent teams, HR, Marketing, and hiring managers
- **End to End Inclusive Hiring** - Recommended for Talent teams, HR, and hiring managers
- **Adding Equity** - Recommended for the Leadership team, HR, team managers, and legal team
- **Retain Diverse Employees** - Recommended for the Leadership team, HR, team managers, and legal team

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Thank you