POWER UP

Content
Catalogue
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POWER_{TO}FLY

Inclusive AI Usage

Machine learning and artificial intelligence (AI) are emerging topics that are getting an unprecedented amount of coverage and usage around the world. And although the future of AI sounds promising, we're already seeing some of the flaws that come with machine learning, like bias and discrimination. In this course, we'll talk about how machine learning technology works and ways to ensure your AI use is as inclusive and unbiased as possible.

Learning Outcomes

- Understand how machine learning technology works and how it's created
- Use inclusive prompt writing techniques to develop bias-free content
- Discern if AI-generated content is inclusive

As a Group Product Manager at PowerToFly, Jess Hollander empowers diverse professionals to reach their career aspirations. With a background in social communications, Jess has made impactful contributions to technology-driven projects focused on social impact leveraging machine learning and artificial intelligence technologies.

Inclusive Communication

Language is constantly evolving. And with that natural evolution comes responsibility. In this course, we aim to demystify the concept of inclusive communication. From inclusive language to other communication challenges, we'll guide you through how to make sure your vocabulary, communication techniques, and listening skills are aligned with inclusive and accessible communication best practices.

Learning Outcomes

- Understand and overcome the stereotypes, biases, and cultural lenses that influence their ability to have inclusive conversations
- Learn the skills and techniques required to have inclusive conversations
- Apply inclusive communication techniques in diverse situations

Sienna Brown is the Senior Director of Diversity, Equity, Inclusion, and Belonging at PowerToFly. Her thought leadership around topics related to workplace DEIB has been highlighted by NPR, CNN, TEDx, Vogue UK, NowThisNews, and USA Today.

Diverse Candidate Attraction & Engagement

In this course, you'll learn how to create an inclusive diverse candidate attraction process while sharing tools that can be applied to your current hiring practices.

Learning Outcomes

- Equip recruiters and talent acquisition specialists with inclusive tools and practices that elevate their hiring processes
- Gain an understanding of the interviewing as a reflection of your culture and organization
- Develop a high impact inclusive candidate attraction process to maximize your recruiting efforts
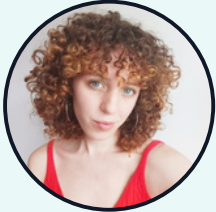
Macarena Balagué is a Lead Talent Acquisition Partner at PowerToFly where she leads the internal Talent Acquisition team and strategy, with a focus on improving DEIB practices and candidate experience.

Inclusive Interviewing

This course will teach you actionable ways to infuse your interviewing process with inclusion. From formulating inclusive interview questions to extending an offer, we'll walk you through the entire process.

Learning Outcomes

- Harness inclusive tools and practices that elevate their hiring processes
- Gain an understanding of the interviewing as a reflection of your culture and organization
- Understand and recognize system and interpersonal bias in the process
- Develop a high impact inclusive interview process to maximize your recruiting efforts

This course is instructed by Aida Martinez-Freeman, PhD., a Global Diversity, Equity, Inclusion, and Belonging (DEIB+) strategist, consultant, keynote speaker, and executive coach dedicated to helping clients maximize their potential and develop creative strategies.

Inclusive Onboarding

The onboarding process can make or break your employee's experience, commitment, and longevity at your organization. In this course, we'll examine how to create an effective and inclusive onboarding process.

Learning Outcomes

- To train HR professionals with inclusive tools and practices to elevate their onboarding process
- To gain an understanding of how to set the tone of an inclusive work culture with onboarding process
- To develop a high impact onboarding process so that new hires are well-equipped to take on their responsibilities with confidence.

Amanda Imperial is PowerToFly's Director of Human Resources. With nearly 15 years of experience in HR in a number of sectors, Amanda combines her passion for continued learning and her expertise to create an effective employee experience focused on inclusion and sense of well-being.

DEIB Fundamentals

This introductory course will teach you foundational concepts, vocabulary, and best practices around diversity, equity, inclusion, and belonging, at work and beyond.

Learning Outcomes

- Gain a basic understanding of what each of the elements of DEIB are and what their implementation in the workplace looks like
- Learn how to assess your organization's current DEIB execution and identify areas for improvement
- Set basic short-term DEIB objectives for your organization

This course is led by PowerToFly's DEIB Impact Manager Zara Chaudary. With an extensive background in HR, operations, and programming within the non-profit, education, and tech sectors, Zara is passionate about educating and empowering individuals to show up as their full selves.

The Science of Mitigating Bias

Bias is part of what makes you human. But when applied to the wrong situation, it can be harmful. The best way to mitigate bias is by becoming aware of it and harnessing the power of neuroplasticity. In this course, we explore how bias affects the brain, along with ways to mitigate bias through rebuilding neural connections.

Learning Outcomes

- Understand different types of bias and what they look like in real world situations
- Learn the brain's role in learning and unlearning bias
- Leverage practical ways to mitigate bias in everyday settings

Cristina Duke is Director of Account Management at PowerToFly. She has a background in Psychology and Human Resources, and is a published author in the Journal of Social Psychological and Personality Science. As an HR practitioner, SaaS consultant, and sales person, she's passionate about fostering bias free human connection in the workplace and beyond.

Measuring DEIB

In this course, you'll learn how to set and track metrics related to your DEIB goals. We'll share data analysis tips to help you extrapolate key information and apply it to your DEIB strategy.

Learning Outcomes

- Distinguish different types of goal-setting and measurement frameworks and choose one that best suits the organization
- Understand what metrics are and how to set them to measure success of specific DEIB goals
- Learn how to collect and analyze DEIB data to report and reassess DEIB goals

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DEIB Programming

Learn how to brainstorm, plan, develop, and execute DEIB programming for your company. In this course, we walk you through the entire process and share tips and learnings along the way.

Learning Outcomes

- Understand what DEIB Programming initiatives look like and how to implement them with available resources
- Gain confidence brainstorming and rolling out DEIB initiatives
- Be equipped with practical and actionable approach to starting basic DEIB programming at your organization

Rob Ribar is PowerToFly's Senior Community and Events Manager. With 10 years of experience in production and events, he combines his passion for media & production with his personal mission of increasing DEIB education and advocacy in his work. As a team lead, he guides his team through producing DEIB-centered events that are centered around boosting belonging.

Middle Manager Leadership and Development

An organization is only as good as its middle managers. But far too often, mid level leaders aren't provided with the proper training to carry out their responsibilities confidently. This course aims to close that gab by providing key skills and knowledge on how to be an inclusive leader and manager.

Learning Outcomes

- Understand how to define their leadership approach, in alignment with team goals and the organization's wider vision
- Gain tools to manage up
- Learn strategies to face workplace challenges and lead more inclusively

Sari De is a DEIB Consultant at PowerToFly. With 20 years of corporate leadership experience at companies like WPP, Meta, Microsoft, and T-Mobile, she's passionate about sharing the strategies she's developed over the years to help managers become inclusive, influential leaders.

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Crisis Communication

Dive into the world of crisis communications in this course where you'll learn how to plan and develop a crisis response strategy for traditional mediums and social media.

Learning Outcomes

- Create a proactive crisis communications strategy that can be leveraged in times of crises
- Quickly and effectively communicate in times of crisis
- Minimize harm done to the company's reputation as a result of a crisis
- Craft impactful statements to respond in times of crisis

Lauren Hagerty is a Director of Marketing and Community. With nearly 10 years of experience in the field of communications, she's passionate about building strategic connections, boosting communication both internally and externally, and teaching others how to do the same.

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ERG Foundations

In this course, we'll share how you can start one an Employee Resource Group at your organization. From garnering interest and creating a mission statement to gaining leadership buy-in and recruiting members, Zara Chaudary take you through the entire process so that you can confidently launch an ERG. And at the end of this course, you'll gain access to an ERG charter template you can use to put all of your learnings together.

Learning Outcomes

- Understand ow to plan, pitch and build a strong ERG structure
- Learn tactics to gain leadership support and buy-in
- Be able to create organizational impact through an effective ERG strategy

This course is led by PowerToFly's DEIB Impact Manager Zara Chaudary. With an extensive background in HR, operations, and programming within the non-profit, education, and tech sectors, Zara is passionate about educating and empowering individuals to show up as their full selves.

ERG Leadership and Management

This course takes learners through how to strategically lead and manage an ERG, how to measure ERG ROI and impact, and strategies to advance inclusive leadership between employees and their organizations.

Learning Outcomes

- Strategies to lead effective ERGs in alignment with organizational DEIB goals and objectives
- How to engage leadership, secure buy-in and manage expectations for sustainable change
- Create organizational impact through success metrics

This course is instructed by Rozalynd Gaubault. As a DEIB advocate, she's passionate about providing support, structure, and education to people from underrepresented groups and allies to create positive change, while reaching and exceeding revenue, and developmental goals.

Disability in the Workplace

Learn the basics of disability and ableism, and get tips on how to improve your workplace for employees with disabilities. From accessibility to accommodations, we'll share some key tips for how organizations – and individuals – can be an ally to the disabled community.

Learning Outcomes

- Understand what disability is and the ways that people with disabilities face discrimination in the professional world
- Recognize the steps to take to recruit and retain disabled talent in the workplace, from accessibility and accommodations to workplace culture
- Be equipped with practical and actionable ways to serve as a disability ally from both a systemic and individual level.

Lex Keaton is an Account Executive at PowerToFly. They are passionate about addressing inequity across the entire employee experience, including but not limited to helping others understand the difficulties of navigating the workplace with a disability.

Additional content and resources

Reports

SMART(IE) goals breakdown: setting inclusive and equitable goals

Social intelligence: what it is and how it can help you build more successful diverse teams

Technology and diversity: challenges of inclusion during the rise of AI.

Quick Takes

- What is intentional inclusion?
- Supporting LGBTQIA+ Parents in the workplace
- Explaining the 'B' in DEIB
- Performative vs. Intentional Allyship
- How to be inclusive navigating unfamiliar names
- Combating ageism
- Combating Classism
- What is rainbow washing?
- Inclusive practices for Ramadan

Templates and resources

- Boolean Search Cheat Sheet
- Diversity Hiring Mission Statement Worksheet
- Inclusive Job Descriptions Resource
- Global Disability Laws
- Accessibility Tips One-Pager
- Disability Activists + Organizations
- Accessibility Audit
- ERG Charter template
- Allies Guide to Working with ERGs
- Leadership Style Workbook
- One-year ERG Plan Resource
- Sample New Hire Handbook + Template
- Sample Onboarding Survey
- Reflection Questions
- And more!

DEIB News

New articles focused on emerging conversations in global DEIB added every Tuesday and Thursday.