CHAPTER A – Certification in DEI

What this is:
Resources to consider for certification in Diversity, Equity and Inclusion (DEI).

Why is matters:
Certification will help human resources (HR) and business leaders create and implement successful Diversity, Equity and Inclusion (DEI) strategies for organizational excellence. As a strategic goal, DEI delivers strong value to the business. Successful DEI initiatives foster a more inclusive and effective workforce, influence brand perception, improve organizational performance, strengthen corporate values and increase stakeholder engagement.

Content:
According to the Diversity Executive Leadership Academy (DELA), diversity certification refers to the professional credential training designed to develop the competencies needed to advance a career in managing and leading cultural diversity and inclusion. A comprehensive, well-designed credentialing program is backed by a body of knowledge collected from leaders in the field, evidence-based techniques and tools, a strategic framework, leadership competency and training skills.

Deciding on the right certification for you and your organization is important. Some certification programs require previous experience as a DEI professional and approval to the certification program, while others do not. Certification programs also vary in length and cost as well as approach (self-study and online options) and may include continuing education requirements.
Objectives of DEI Certification:

> Recognize diversity and inclusion as drivers of business success and employee engagement in the workplace.
> Demonstrate the value of DEI in your organization in order to lead transformative change.
> Develop ability to identify inclusion gaps and identify solutions based on needs analysis.
> Leverage business acumen for maximum influence.
> Achieve a broad range of knowledge and skills to perform at a high level as a DEI professional.
> Enhance credibility with a certification designation to positively impact professional growth.

Types of Diversity Certification Credentials

> DEI Professional
> DEI Trainer
> DEI Executive
> Enterprise/Company level

Example Curriculum

> **DEI Foundations** – Master the key aspects of DEI, including deep dives into addressing inclusion problems and equal pay.
> **Inclusive Communication** – Recognize and overcome biases by mastering conversational skills and strategies to successfully tackle challenging communication.
> **Intercultural Differences** – Explore the impact of culture and values on work environments and learn how to solve cultural conflicts.
> **Driving Cultural Change** – Find out how organizational culture impacts the business and learn to successfully implement and manage cultural changes.
Links to Other Resources and Programs

What is Diversity Certification?
Selecting a Diversity Certification program
Cornell Certified Diversity Professional (CCDP)
Institute for Diversity Certification
DiversityFIRST Certification Program
SEIA’s Company-level DEIJ Certification

1 Solar Energy Industries Association: [https://learn.seia.org/deij-certification-program-overview/](https://learn.seia.org/deij-certification-program-overview/)
2 Included programs are not provided as a recommendation for any particular certification program.
3 Launched Q4 2021 - [https://learn.seia.org/deij-certification-program-overview/](https://learn.seia.org/deij-certification-program-overview/)