



Impact! High Leverage Interventions for Cultural Change

Presenter: dr. joe gerstandt

In recent years, and in the past year especially, increasing amounts of time, attention, and resources have been directed toward organizational efforts relative to diversity, inclusion, and equity. While there are certainly exceptions, these efforts consistently disappoint with negligible impacts on both organizational demographics and organizational culture. Far too many leaders and organizations have been comfortable demonstrating activity without much real impact. Activity is not enough, and we have some obligation to help clients direct their resources toward interventions with leverage for real change.

Informed by “Leverage Points: Places to Intervene in a System,” by Donella Meadows, this session will begin with a conversation about leverage, the power (and leverage) of paradigm change, and the need to change the organizational paradigm regarding diversity, inclusion, and equity. We will then explore common language, narrative and storytelling, individual development, and behavioral expectations as tools for paradigm change, and how to use these tools to get as much possible impact from our efforts. Outcomes of this workshop:

- Participants will be able to view organizational interventions through a lens of leverage.
- Participants will understand the difference between “Outside-In,” interventions and “Inside-Out” interventions.
- Participants will understand the importance of common language and will practice developing clear, concise, logical, and useful definitions.
- Participants will practice using those definitions to develop a foundational narrative.
- Participants will understand the interconnected role of individual development, behavior change, and behavioral expectations in impacting organizational culture.

About the Presenter



joe gerstandt is a speaker, author and advisor bringing greater clarity, action, and impact to organizational diversity and inclusion efforts. joe has worked with Fortune 100 corporations, small non-profits, government entities, and everything in between. His insights have been published in Diversity Best Practices, Diversity Executive, HR Executive, numerous other print and on-line journals, and he co-authored the book *Social Gravity: Harnessing the Natural Laws of Relationships*. joe serves on the Intersectional Culture and Diversity Advisory (ICD) Council for the social networking platform, Twitter, has served on the U.S. Technical Advisory Group’s Diversity and Inclusion Working Group within the International Organization for Standardization (ISO), and is currently on the board of directors for the Tri-Faith Initiative, which brings together into permanent residency a synagogue, church, mosque, and interfaith center on one 38-acre campus in the middle of



America's heartland.

joe firmly believes that we can ill afford to continue applying a 20th century approach to an increasingly critical set of 21st century issues. A strong advocate for resetting the diversity and inclusion conversation, joe sees diversity and inclusion as poorly understood and often misunderstood. His keynote messages and interactive workshops bring greater clarity, action, and impact to existing and new organizational diversity & inclusion efforts.