

CONSULT

Learn how to be more aware of diversity and better understand the cultural nuances of different demographics in order to make better, more authentic work.

Did you know 89% of companies actively communicate about their diversity and inclusion efforts, but 47% are using cliches when they do..?

Let's help energise, excite and train your team, properly.

THE
DIVERSITY
STANDARDS
COLLECTIVE

INTERNAL

Internal consultations ranging from internal D&I strategy to learning how to make current campaigns more diverse.

THE
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COLLECTIVE

TALKS

Interactive, fast-paced diversity and inclusion talks. Perfect for any event or agency / brand day.

THE
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COLLECTIVE

WORKSHOPS

In-depth course to train the senior leadership team or company to create more inclusive communications.

LGBTQI+ | Black, Asian & Minority Ethnic | GenZ | Disability | Gender Empower | Religion | Age 50+

The Internal Consultations

A look inwards. Are your policies, benefits to employees, internal culture and working structures aligned to support people from different communities?

- Analysis of company structure and diversity of staff with recommended steps towards achieving full inclusion in the workplace.
- Comms review – assessment of company's previous communications, helping future proof your team into how best to include diverse representation.
- Strategic consultation evaluating existing D&I initiatives within the business and where necessary, developing additional schemes to implement.

This functions best as a two-way dialogue and based on the findings of the discussion, we will offer strategic propositions to promote diversity and inclusivity within your business.





The Interactive Talks

The Diversity Standards Collective hold compelling talks that energise, excite and train your team around varied topics in regards to diversity and inclusion.

This sessions draw from bespoke insights, experiences and statistics to highlight the core issues that still need to be addressed within the communications industry in a fun and memorable way. It's always more beneficial for you if we design bespoke talks that fit the needs of your company, but, we also have some ready prepared ones that our clients seem to love.

The good, the bad and the diverse.

We take a deep dive into well known adverts to help train your team in the difference between authentic & offensive portrayals of diverse people.

Get diversity wrong.

We test your team and allow them to get diversity wrong inside a safe space so they can learn how best to get diversity right, outside that safe space.

The In-Depth Workshops

Who best to train your team to create more authentic communications targeted at the community than the community themselves..?

The Diversity Standards Collective, alongside other diverse collective consultants, will immerse your core team in a workshop that will uncover biases, change perspectives and guide them in developing more authentic and inclusive communications... that actually work.

The workshop uses bespoke insights, real experiences, statistical data and most importantly, personal experiences from our lesbian, gay, bi and trans consultants to help reframe the importance of authentic representation.



CLIENT REVIEWS: CONSULT

L'ORÉAL®



"We talk a lot about diversity and inclusion, but it is difficult sometimes to create practical sessions or initiatives to drive the awareness and generate real change. The Diversity Standards Collective helped Microsoft Advertising hold a brilliant workshop that guided us to do exactly that.

A short, practical session that questioned our own unconscious bias, done in a fun and engaging manner. Whilst we were focusing on the LGBTQI+ community, most principles are really applicable to different parts of a diverse society."



Olya Nelyudova

EMEA Agency Strategic Partner
Microsoft Advertising



**THE
DIVERSITY
STANDARDS
COLLECTIVE**

CONNECTING COMPANIES
WITH DIVERSE PEOPLE

GET IN TOUCH

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