The *EDGE* Advantage©

Are you leveraging the innovative power of **diversity**?

The award-winning series **The *Edge* Advantage©** consists of four modules that go beyond the basics of diversity, using multimedia technology to create an individualized, highly- interactive learning environment. Designed to reduce barriers and improve productivity, interact with a virtual workgroup of individuals who are diverse in many ways and have been assigned to a newly created department. Each course is a 30-to-45 minute interactive learning experience of realistic workplace dynamics. A brief Introduction module provides some background on the team members and the four-part series includes:

1 The Knowledge EDGE©

The Knowledge EDGE© provides the business case for learning about differences and "diversity". In this module:

- Define the term "diversity" and learn about differences
- Meet the Virtual Team
- Learn the basics about inclusion in today's workforce

2 The Awareness EDGE©

This course reveals how we are all influenced at a young age by society's tendency to "group" people together and assign specific characteristics to each group. Participants will see:

- Virtual members reveal some personal experiences
- How members have been impacted by assumptions and stereotypes

4 The Competitive EDGE©

Participants learn the internal and external drivers of competitive advantage.

- Realize how the changing demographics inside an organization increasingly reflect the consumer base
- See the correlation between the ability to work together effectively and how to successfully compete in the marketplace
- Learn how consumer's perception of an organization is linked to how the company treats their employees.

3 The Legal EDGE©

As the team develops in their level of trust and candor, concerns about Affirmative Action, quotas, EEOC Laws and many of the misperceptions related to the legal aspects of diversity surface.

- Learn a historical context for worker protection laws
- Assist the "virtual team" in making an important business decision.

Results

After completing EDGE©, organizations are able to see opportunities for development and strengths within various workgroups, allowing them to reapply best practices. Our approach increases the interactivity of the content delivery by posing questions and surveys within the program series. The data is captured by our proprietary Learning Management System, DQTracs™, and provides you with invaluable feedback about the culture of inclusion within your workforce. You will be better able to meet the needs of your workforce, as well as your consumer, viewing the collective perceptions and concerns by a variety of filters, such as race, ethnicity, gender, age and company position.

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Benefits of e-Learning

- Substantial cost savings compared to traditional instructor-led training
- Eliminates costs for travel, meeting rooms, meals, etc.
- Pre and post quizzes reveal the extent to which learning has occurred
- eLearning allows participants to absorb the material when it is convenient for them, and at their own pace
- Individual licenses allow participants to periodically go back and review content; course maps allow them to easily find specific content
- Consistent delivery of message

e-Learning on the topic of diversity increases participants' ability and willingness to be honest with themselves. They don't have to worry about how their perceptions, comments, etc. will be judged by other participants.

Learning Styles

By using a variety of techniques including audio, video, text and graphics, all 4 major learning styles are accommodated in the course. For those who prefer active experimentation, several learning exercises are imbedded in the material, and follow-up action steps are recommended. Reflective observers are provided with lots of meaty information, including the loading screen facts and thought-provoking introspection work. Concrete experience learners can relate well to the characters on the screen who share real-life situations as well as the challenging action steps interspersed through the course. Abstract "conceptualizers" will learn new concepts that will help them to build their own personal model and approach to diversity and inclusion. In addition, the structure of the program will appeal to auditory, visual and kinesthetic learning styles.

Measurement Tools

To measure the success of our program's design and implementation, we follow the recommended guidelines provided by American Society for Training and Development for the four levels of training effectiveness:

1. Reaction
2. Learning
3. Behavior
4. Results

The first level is measured through a quick survey at the end of each module to get reactions to the training style, approach, content and value. At the second level, we measure learning through the post-quizzes contained in each of the modules as well as the final quiz for the series. The third level is measured through the interactivity of the e-learning courses, by asking probing questions and engaging users through simulated exercises. In the fourth level, reinforcement and measurement of change across an organization can be measured using internal tools or follow-up courses, such as Reality Bytes.

Customization

Adding and/or changing text or graphics, and adding or deleting questions can be easily accomplished at little to no cost depending on the quantity of licenses purchased. Even merging or deleting components can be achieved rather inexpensively if no additional audio/video recording is required. Pricing to record additional comments from the facilitator and/or participants would be based on degree of change required. Costs would include studio time, talent costs, compressing and digitization of the content and insertion in the module.

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Data Collection, Reporting Options & Summary Capabilities

One of the most innovative aspects of the EDGE© Advantage is that in addition to providing an engaging, interactive learning experience for participants, it also has the capability of surveying your employees while they are learning. The unique Learning Management System developed along with The EDGE© Advantage creates an opportunity to provide invaluable feedback about the collective perceptions and concerns of your workforce. Using our system, you can measure how different departments compare to one another as well as the overall measurements of the entire organization.

Client administrators can view individual completion records, including pre and post test scores. Data can be viewed within the online system or exported into Excel for tracking purposes. Please contact Diversity University to receive a full list of data points collected. Please note that data collected will be archived indefinitely for all users and clients, so that post-use data analysis can be made available upon request, or upon purchase of additional reporting packages.

Technical Support

MYCA-Pope, Inc. provides inclusive 24/7 services to guarantee access to the website (www.diversityuniversity.com) containing the e-learning tool. Online support to request passwords and do routine troubleshooting is also available 24/7. The help center is available via email or phone support. Exceptional, Gold-standard service is our #1 goal.

Recognition

- Copper and Silver Axiem Awards for Absolute eXcellence in Electronic Media™
- Top Rated- Four Star! Review by Training Media Review and the American Society for Training and Development
- "Best Practices in Diversity," Training Magazine
- Continued partnerships with Top 50 Companies For Diversity, as recognized by DiversityInc and Fortune Magazine

Certified WBENC Women's Business Enterprise

WOMEN PRESIDENTS' ORGANIZATION®

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