

DIVERSITY CERTIFICATION

About the CDE® Exam



Who should take the CDE®?

The Certified Diversity Executive (CDE)® is designed for executives (CEO, CHROs, C-Suite level managers) who are interested in going above and beyond in being diversity, equity and inclusion (DEI) champions to effectively lead DEI right at the top. The credential empowers executives to advance the organization beyond diverse representation towards thought leadership.

Experience for the CDE® credential is not limited to individuals with a paid work history in Diversity or Human Resources. Experience can include professional qualifications in management, law, multicultural marketing, supplier diversity, sales, recruiting, training, supplier diversity, consulting or volunteering for a diversity council or resource group. Candidates should have at least five years of experience, plus a current leadership role.

A current leadership role includes those who have terminated employment within the last six months. Candidates may manage a division/department, aspire to manage a division/department, lead a resource group or diversity council and may or may not have direct reports.

The CDE® credential requires practitioners to:

1. Pass a 170 question, multiple choice exam with an 80% score or greater; and
2. Submit an approved professional work, or Candidate Project.

Candidates will have 2.5 hours to complete the knowledge exam, although most CDE® Candidates finish the test within 1.5 hours.

Upon successfully completing the program, the credentials are valid for three years, at which time practitioners must show 60 Continuing Education Units (CEUs) and pay a recertification fee.

A most recent phenomenon is having multiple executives from the same organization register for the program. Email Molli Davis, Administrative Assistant of Business Resources and Community Development | Talent Development at the Greater Des Moines Partnership, at mdavis@DSMpartnership.com for Investor rates.

Certified Diversity Executive (CDE)® Curriculum Overview

1. Personal Awareness & Managing Blind Spots

- Eliminate personal blind spots and develop one's own emotional intelligence; compare activism with advocacy; identify opportunities for empathy, compassion, care, and specialized focus.

2. Improving Your Approach to the Bottom Line

- Construct a concise, data-driven approach to demonstrating the business benefits of equity and inclusion; communicate with stakeholders more effectively by distinguishing between Personal Value and Organizational Value.

3. Global Best Practices

- Operate a best-in-class diversity effort by adopting professional methods and/or techniques that have been globally accepted as superior in fostering equity, defining inclusive excellence and achieving a discrimination- and harassment-free work environment.

4. The Elements of Leading a Large-Scale DEI Effort

- Develop a formal framework from which to advance DEI work, including the formation of a strategic plan, standards, policies, budget and an organizational chart.

5. Race, Power & Privilege

- Present alternatives to an outdated social and power construct in the workplace; identify the nuances behind the theory of privilege; encourage White males to actively engage in a culture that is becoming increasingly diverse.

6. Boardroom Diversity

- Improve policies, management and decision making at the board level to reflect inclusive leadership; ensure a pipeline of diverse board candidates.

7. Supplier Diversity

- Build a diverse vendor base and enhance the organization's cost-saving opportunities with an inclusive supply chain strategy.

8. Innovation Through DEI

- Investigate new and creative approaches to doing business better by promoting diversity of thought and inclusion of divergent perspectives; justify the organization's ability to truly harness innovation, agility and disruption.

9. Impediments to Inclusion & Cultural Competence

- Correct practices that may prevent or protract organizational equity; create specific strategies to eliminate institutional impediments to inclusion and cultural competence.

10. Unconscious Bias

- Identify implicit associations that lead to discrimination, inequality and exclusion; present effective techniques to help managers and employees overcome stereotypes and biases.

11. Executive Commitment & Sponsorship

- Secure the right type of support from, and engage, senior-level leaders in DEI efforts.

12. Strategic Purpose & Partnerships

- Assemble strategic and mission-centered teams; build relationships with division leaders, mid-level managers, resource groups and community partners.

13. Connecting Demographic Shifts to Organizational Strategy

- Research, forecast and interpret how global demographic changes and user trends will impact the organization; advise flexible, long-term strategies to respond to market fluxes.

14. Integrating Cultures Amidst Merger & Acquisition Activity

- Reconcile cultural expectations and practices amidst a unification of companies, departments, or agencies; consult with leadership about potential problems and opportunities.

15. The Next Generation of DEI Work

- Evaluate how workplace DEI efforts have changed over the years and prepare the organization to adopt forward-thinking practices and strategies.

16. Advanced Data Insight and Analysis

- Collect timely and relevant data for measurement and evaluation purposes, benchmark the organization's DEI progress against similarly situated employers, and compile analytic insights to drive organizational culture change and reconstruct inequitable inter-connected systems.

Want to discuss this with a professional?

Contact Sanjita Pradhan, Director of Diversity and Inclusion at the Greater Des Moines Partnership, at spradhan@DSMpartnership.com.

Content provided by the Institute for Diversity Certification™.