



Catalog of Corporate Education for DEI

Trainings and
Talks



WE ARE GENERALISTS AND WE WORK IN ALL AREAS OF DIVERSITY



OUR PILLARS OF ACTION



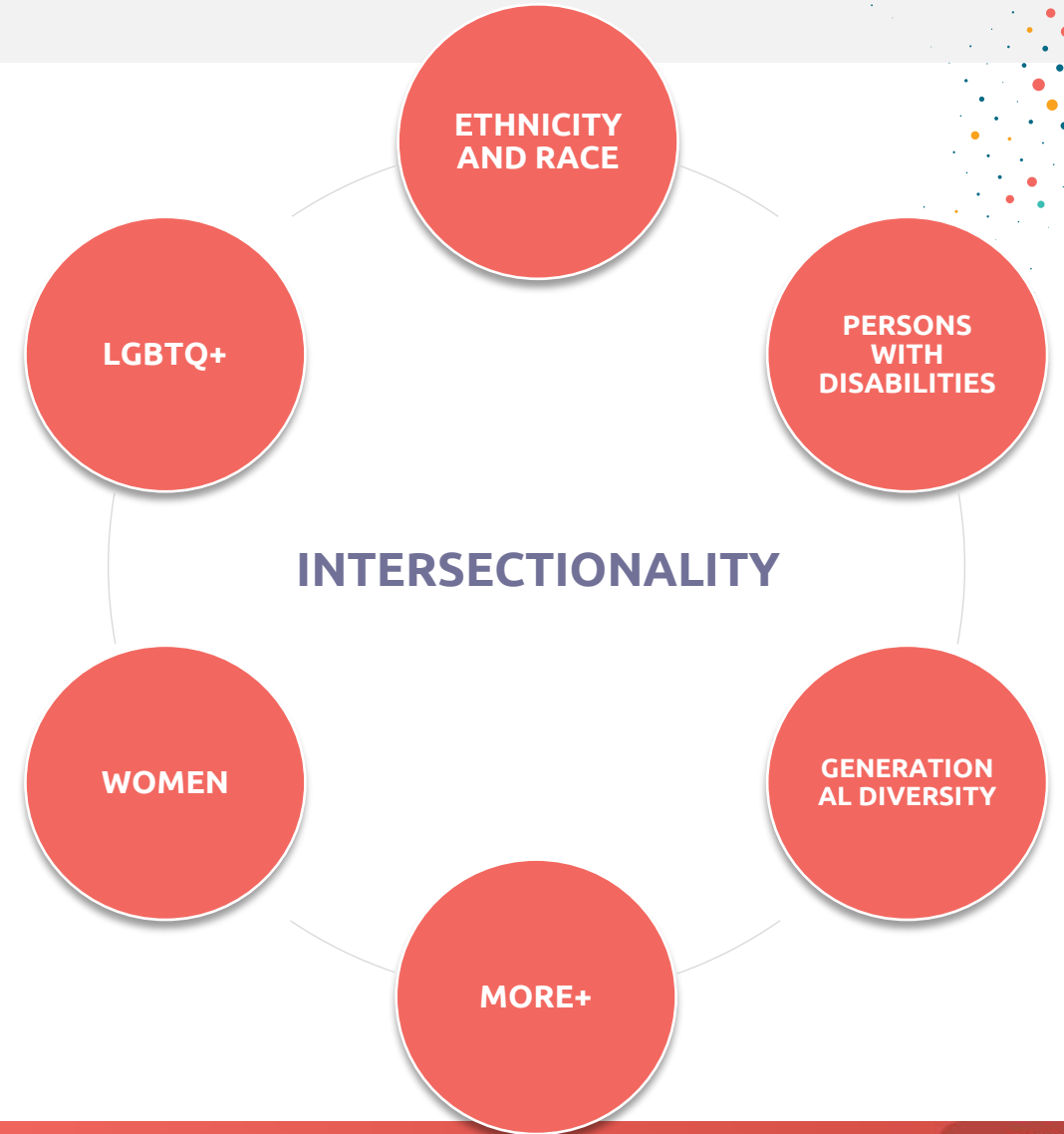
DEI **Consulting** Services



Corporate **Education**



Inclusion and development



HIGHLY REGARDED COMPANY EXPERIENCED & DIVERSE TEAM



- ✓ Diverse team with corporate experience;
- ✓ **Gold** medal winner of the **UN WEP's 2021** Award;
- ✓ **WEConnect** certified female share capital company;
- ✓ TREE supports and commits to the **Global Compact**;
- ✓ Diverse projects in more than **200 companies**;
- ✓ More than **50.000 people impacted** by training and lectures.

Team Diversity

2/5 of Black people;
45% of people from the LGBTQ+ community,
including transgender;
8% of the team is over the age of 50;
62% of the team is made up of women:
2/3 are Black women;
Almost 1/3 are mothers (including mothers of people
with disabilities);
8% of people with disabilities

* Data collected January 2023



**WOMEN
OWNED**

**WOMEN'S
EMPOWERMENT
PRINCIPLES**

Established by UN Women and the
UN Global Compact Office



NÓS APOIAMOS O
Pacto Global



In 6 years, we implemented projects in more than 200 companies and impacted more than 50.000 people.

Through the pillar of Corporate Education, **TREE** offers DEI ongoing awareness and training.

We provide learning paths, trainings and talks to all kinds of public and stages of maturity along the DEI journey.

Check out special training for collaborators, leadership, HR and R&S, and DEI facilitators or ambassadors.

In addition to the contents specified in this catalogue, **TREE also carries out customized training and qualifications** to meet the needs of each organization.

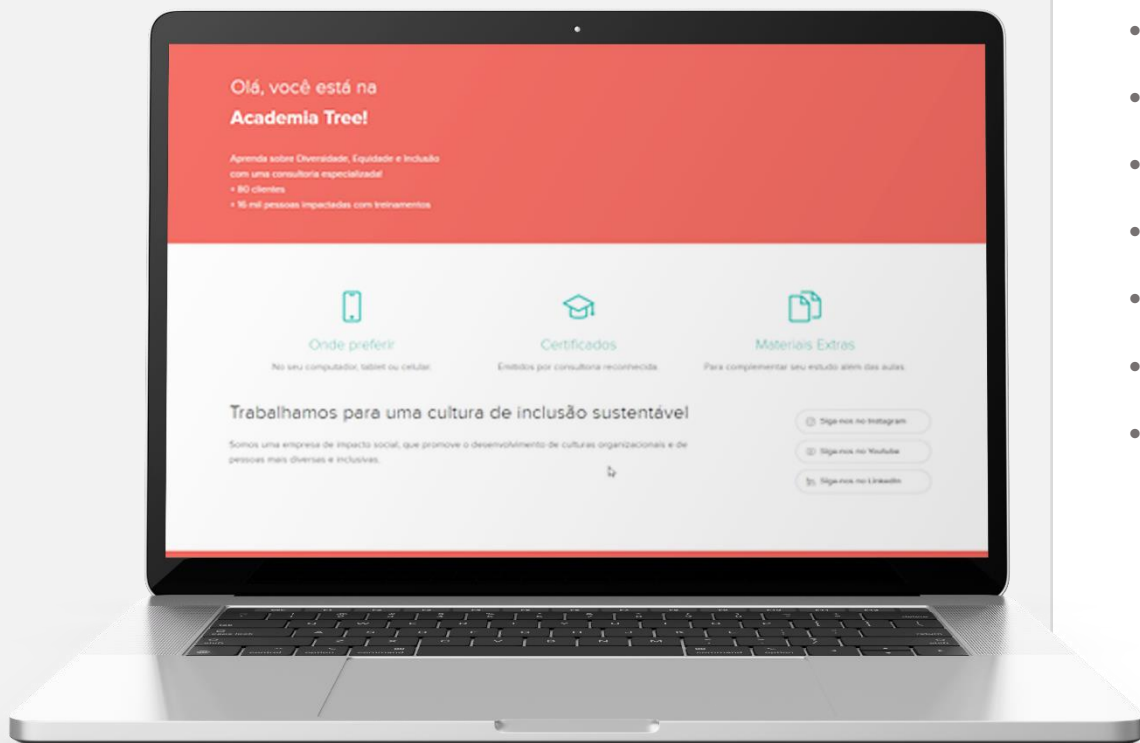




CATALOG OVERVIEW

- **Learning Path:**
 - ✓ This awareness training journey was developed to provide a complete DEI training. The learning path is aimed at audiences such as Employees, DEI Facilitators, Leaders, Recruiters and members of DEI Working Groups;
- **Training modules:**
 - ✓ Content Series with a total of 4 contents, aiming at providing complete training in each subject. Contents can be contracted separately;
- **Separate content:**
 - ✓ Contents that are either part of the Training Modules or the Extra Contents, which can be contracted individually;
- **Format:**
 - ✓ **Training:** synchronous learning, lasting 2h00/each, designed for groups of up to 35 participants, with interactive dynamics and more active public participation;
 - ✓ **Talk:** synchronous learning, lasting 1h00/each, designed without limit of participants, with more expositive dynamics and moments of interaction delimited according to the number of participants;
 - ✓ **Distance Learning:** asynchronous learning that can be accessed through the platform Academia Tree or through the client's own platform;
- **Modality:**
 - ✓ **Online:** synchronous session in PT/BR, without recording (see conditions for recording or other languages) on online platforms, with chat moderation;
 - ✓ **Face-to-Face:** synchronous session in PT/BR, without recording (see conditions for recording or other languages), with structure and speaker expenses paid by the contracting party;
- **Questions?**
 - ✓ Contact us via email at contato@treediversidade.com.br

TREE ACADEMY

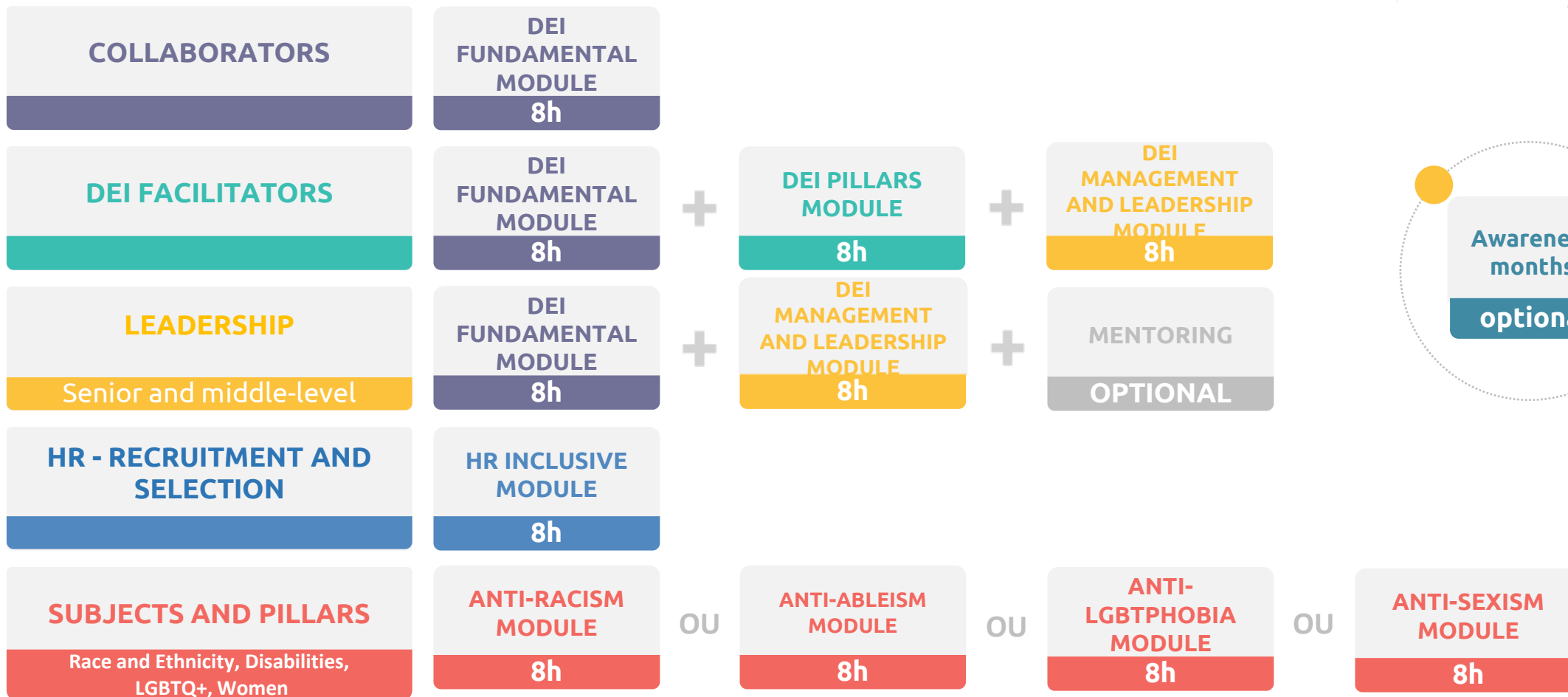


Information:

- Provision of users at the platform Academia TREE, or the platform of the Corporate University of the Company;
- Link shared via Vimeo;
- Video classes (approximately 45 minutes each content);
- E-book access as a supplementary material for the course;
- Infographic about the content presented (available for download);
- FAQ - frequently asked questions about DEI;
- Quizz interaction;
- Assessments (in each course);
- Certificate.

LEARNING PATH

TRILHAS EDUCATIVAS



OBS: Modules have a total workload of 8h and are divided into 4 sessions of 2h00 each, which can be carried out through training or lecture format (talks). We offer trainings for up to 35 participants, or lectures with an unlimited number of participants.

DEI FUNDAMENTAL MODULE



Modality:

Online or in-person

Format:

Training; Talk; Distance Learning



Workload:

each module has 4 sessions of 2h00min each



INTRODUCTION TO DIVERSITY, EQUITY AND INCLUSION IN ORGANIZATIONS

- Cultural diversity of the human species;
- Introduction of DEI concepts and types of Diversity;
- Introduction to the pillars and concepts of gender, LGBTQ+, race and ethnicity, people with disabilities and generations;
- Intersectionality;
- Diversity and social inequality in Brazil;
- Exclusion, segregation, integration and inclusion;
- DEI impacts on organizations;
- DEI: strategic factor and organizational challenges.

 Distance Learning



IMPLICIT BIAS WHAT IS IT AND HOW DO I BREAK IT?

- What is implicit bias?;
- How and why it manifests: the neuroscience of implicit bias;
- Types of unconscious biases, where and how they appear in organizations;
- Implicit Association test to show that everyone is biased;
- Impacts on the daily life, biased language and behaviors;
- How to break unconscious biases – practical tips.

 Distance Learning



NON-INCLUSIVE BEHAVIOUR FROM JOKES TO HARASSMENT

- What are non-inclusive behaviors?;
- Prejudice and Discrimination;
- Lack of respect;
- Offensive jokes and comments;
- Tolerance and Intolerance;
- Aggression and microaggression;
- Biased language;
- Inappropriate behavior: Bullying and harassment;
- Consequences of non-inclusive behaviors;
- How to promote inclusive behaviors;
- Safe Environment.

 Distance Learning



PRIVILEGE, EMPATHY AND BEING AN ALLY

- Historically marginalized groups;
- Concepts: privilege, empathy, solidarity;
- Power dynamics and social inequalities;
- Privileges;
- Empathy, listening and compassion;
- How to be an ally;
- My role as an ally;
- Standpoint speech and/or Geopolitical Location of the Narrative;
- My role as an ally both in the organization and in society.

 Distance Learning

PILLARS OF DEI MODULE



Modality:
Online or in-person
Format:
Training or Talk



Workload:
each module has 4 sessions
of 2h00min each



SEXUAL AND GENDER DIVERSITY

- Concepts of gender and sexuality;
- LGBTQ+ community: acronyms and terms;
- Historical context and achievements of the LGBTQ+ community;
- LGBTQ+ social movements guidelines;
- LGBTQ+ representations in the media;
- LGBTQphobia;
- Achievements and data about the LGBTQ+ community in Brazil;
- LGBTQphobic expressions and phrases;
- Challenges for the inclusion of LGBTQ+ people in companies;
- Good practices for building a safe and inclusive environment for LGBTQ+ people.

 Distance Learning



GENDER EQUITY AND FEMALE PROTAGONISM

- Gender concepts and definitions;
- Implicit bias related to gender;
- Gender and women's issues in society;
- Data and research on gender inequalities and women's challenges in the labor market;
- Gender based division of labor, and female triple working hours;
- Motherhood and the labor market;
- Wage inequalities;
- Challenges of female leaders;
- Feminisms
- Female empowerment and protagonism in organizations;
- Good practices for dealing with the topic in the organizational environment.

 Distance Learning



RACIAL LITERACY

- Concept of race and ethnicity;
- Concept of race and ethnicity;
- Racialization and racial identities;
- Origins of racism
- Enslavement, colonization and racism in Brazil;
- Data on ethnic and racial diversity;
- Whiteness (critical/acritical);
- Colorism;
- Intersectionality;
- Dimensions of racism;
- Racialized practices;
- Racial literacy;
- Race and ethnicity terminology and language;
- Anti-racism: how to be an ally against racism.

 Dist. Learn. soon



INCLUSION OF PEOPLE WITH DISABILITIES IN ORGANIZATIONS

- Definition of Disability;
- People with Disabilities: from exclusion to inclusion;
- Disability Classification;
- Demographic data and Brazilian legislation;
- Accessibility and Assistive Technology;
- Discrimination, Prejudice and the Challenges of Ableism;
- Tips on how to interact with people with disabilities;
- Inclusive practices and how to adopt them.

 Distance Learning

MANAGEMENT AND LEADERSHIP MODULE



Format:
Online or in-person
Type:
Training



Course length:
each module has 4 sessions
of 2h00min each



INCLUSIVE LEADERSHIP AS A COMPETENCY

- Concepts of Diversity, Equity and Inclusion;
- Unconscious biases and how they materialize in the organization's processes;
- Cultural intelligence, non-violent communication and empathic listening;
- Privilege;
- Guilt x Responsibility;
- Merit and meritocracy;
- Vulnerability, uniqueness and sense of belonging;
- Diversity, Equity and Inclusion as a strategic factor;
- Inclusive Leadership Competencies (TREE 5-Step Methodology);
- Action plan for inclusive leadership.



MANAGEMENT AND GOVERNANCE OF A DIVERSE ORGANIZATION

- DEI: Social, legal and business demand;
- Data and research on diversity in organizations;
- Social responsibility and ESG;
- Organizational motivations;
- Business identity;
- DEI Methodology;
- Attraction, recruitment and selection, talent retention, development, goal setting and evaluation;
- Diversity Committees and Affinity Groups;
- Diversity management;
- DEI Governance.



DEI STRATEGIC AND TACTICAL MANAGEMENT

- Current state data about Inequalities;
- Strategic management of diversity;
- DEI Methodology;
- Census/Assessment: mapping of the inclusive culture;
- Collaborator's Journey or Employee Experience;
- Diverse talents;
- Leadership engagement;
- Safe environment and inclusive culture;
- Tokenism and diversity washing;
- Affirmative actions;
- DEI goals in the collaborator's performance cycle;
- Tactical plan implementation.



ME, AN INCLUSIVE LEADER

- Basic concepts of DEI;
- Data on Inequalities;
- Examples of inclusive leadership;
- Inclusive leadership means leadership allied to diversity;
- Microaggressions and how they manifest at work;
- Legislation;
- Assertive, inclusive and respectful communication;
- Mobilizing and summoning wills;
- The reinvention of the value proposition;
- Investment and structure;
- Inclusive leadership actions;
- 5 inclusive leadership competencies;
- Action plan for an inclusive leadership.

INCLUSIVE HR MODULE



Modality:
Online or in-person
Format:
Training



Workload:
each module has 4 sessions
of 2h00min each



INTRODUCTION TO DIVERSITY, EQUITY AND INCLUSION IN ORGANIZATIONS

- Cultural diversity of the human species;
- Introduction of DEI concepts and types of Diversity;
- Introduction to the pillars and concepts of gender, LGBTQ+, race and ethnicity, people with disabilities and generations;
- Intersectionalities;
- Diversity and inequalities in Brazil;
- Exclusion, segregation, integration and inclusion;
- Impacts of DEI on organizations;
- DEI: strategic factor and challenges in organizations.

 Distance Learning



UNCONSCIOUS BIAS AT THE R&S PROCESS

- What are unconscious biases?
- Types of unconscious biases;
- Why break with biases?
- Organizational structures and processes that may be non-inclusive;
- Biases in the Recruitment and Selection stages;
- Identify risks and opportunities to break with biases;
- Mechanisms to mitigate biases and how to apply them to the R&S process.



RECRUITMENT AND SELECTION OF DIVERSITY

- Going deeper on the concept of implicit bias;
- Recognizing biases in R&S sub processes;
- Affirmative Actions for R&S;
- Importance of inclusive communication;
- How to embed DEI into the R&S process.



INCLUSIVE R&S BEING PUT INTO PRACTICE

- Practical cases and simulations of inclusive R&S.

ANTI-RACISM MODULE



Modality:

Online or in-person

Format:

Training or Talk



Workload:

each module has 4 sessions of 2h00min each



RACIAL LITERACY

- Concept of race and ethnicity;
- Racialization and racial identities;
- Origins of racism;
- Enslavement, colonization and racism in Brazil;
- Data on ethnic and racial diversity;
- Whiteness (critical/uncritical);
- Colorism;
- Intersectionality;
- Dimensions of racism;
- Racialized practices;
- Racial literacy;
- Race and Ethnicity terminology and language;
- Anti-racism: how to be an ally in the fight against racism.

 Dist. Learn. soon



ACRITICAL AND CRITICAL WHITENESS

- Concept of whiteness;
- Racialization and the production of the "other";
- Structural racism;
- Racial identities and racial consciousness;
- The narcissistic pact of whiteness;
- Eugenics;
- Racial privileges in data;
- Racial privileges in the labor market;
- Meritocracy;
- Cultural appropriation;
- Social and racial markers (power structures);
- How to be anti-racist: from refusal to reparation.

 Dist. Learn. soon



RACISM AND ITS INTERSECTIONALITIES

- Concept of racism;
- Dimensions of Racism;
- Diversity of non-white ethnic groups (Black people, Brown people, Indigenous peoples, Asian people etc.)
- Intersectionality;
- Class, race, gender and other social markers;
- Culture and racial representations;
- Racism: a current and global issue.

 Dist. Learn. soon



ANTI-RACIST APPROACH

- Concept of race and racism;
- Racism: a social and current issue which is everyone's problem;
- Structural racism;
- Dimensions of racism;
- Racism in organizations: Statistical data;
- Whitewashing Resumes;
- Anti-racism;
- Difference between not being racist and being anti-racist;
- How to build an anti-racist culture?
- Leaders as allies and anti-racists;
- Building inclusive workplaces: safe and anti-racist;
- Speech X Practice.

 Dist. Learn. soon

ANTI-ABLEISM MODULE



Modality:
Online or in-person
Format:
Training or Talk



Workload:
each module has 4 sessions
of 2h00min each



INCLUSION OF PEOPLE WITH DISABILITIES IN ORGANIZATIONS

- Definition of Person with Disability;
- On being a person with a disability: from exclusion to inclusion;
- Disability ratings;
- Demographic data and Brazilian legislation;
- Accessibility and Assistive Technology;
- Discrimination, Prejudice and the Challenges of Ableism;
- Etiquette: Interacting with People with Disabilities
- Inclusive practices and how to adopt them.

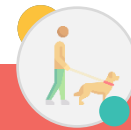
Distance Learning



CHALLENGES IN THE EMPLOYMENT OF PERSONS WITH DISABILITIES

- Historical evolution of the labor market and how people with disabilities were included and/or excluded from work;
- Exclusion, segregation, integration and inclusion, with emphasis on corporate changes and legislation;
- Affirmative actions and law – advances and challenges;
- Best market practices.

Dist. Learn. soon



PATHWAYS TO INCLUSION: INTERACTING WITH PEOPLE WITH DISABILITIES

- Discussion on the issues of people with disabilities with an action-oriented approach, going through the principles of empathy, implicit bias, prejudice and ableism;
- Sensitization session with practical activities and experiences.

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ANTI-ABLEIST APPROACH

- Inclusion of People with Disabilities in organizations;
- The challenges of employability, paths to inclusion.
- Ableism in organizations: statistical data;
- How to build an anti-ableist culture – an action-oriented approach;
- Talent Attraction Process, R&S, Retention and Thriving of professionals with disabilities;
- Building an inclusive workplace: safe and anti-ableist;
- Inclusive and Anti-ableist Leadership;
- Speech X Practice.

Dist. Learn. soon

ANTI-LGBTPHOBIA MODULE



Modality:

Online or in-person

Format:

Training; Talk; Distance Learning



Workload:

each module has 4 sessions of 2h00min each



SEXUAL & GENDER DIVERSITY

- Concepts of gender and sexuality;
- LGBTQ+ community: acronyms and nomenclatures;
- Historical context and achievements of the LGBTQ+ community;
- Guidelines of LGBTQ+ social movements;
- LGBTQ+ representations in the media;
- LGBTphobia;
- Achievements and data about the LGBTQ+ community in Brazil;
- LGBTphobic expressions and phrases;
- Challenges for the inclusion of LGBTQ+ people in companies;
- Good practices for building a safe and inclusive environment for LGBTQ+ people.

Distance Learning



TRANS VISIBILITY AND EMPLOYABILITY

- Gender and sexuality;
- Understanding the nomenclatures: Cis and Trans;
- T identities: transgender, transfeminine, transmasculine and non-binary people;
- Data on the trans community in Brazil;
- Trans invisibility in the LGBTQ+ community;
- Trans Visibility Day.
- Corporate name and legal name change;
- Transphobia and its roots;
- How to communicate with trans people (articles/pronouns);
- The role of organizations in the inclusion of trans people.

Distance Learning



SAFE ENVIRONMENT FOR THE LGBTQ+ COMMUNITY

- Definition of a safe environment;
- Non-inclusive behaviors: discrimination, corporate bullying and harassment;
- Microaggressions: forms of manifestation, how and when to react;
- Consequences of non-inclusive and LGBTphobic behaviors;
- Criminalization of LGBTphobia;
- How to promote a safe and inclusive environment for people in the LGBTQ+ community?
- LGBTQphobias: homophobia, lesbophobia, biphobia and transphobia.
- Commitments of companies for LGBTQ+ equality;
- Promoting a safe and inclusive environment for the LGBTQ+ community.

Distance Learning



ANTI-LGBTPHOBIC APPROACH

- Concepts of gender and sexuality;
- LGBTQ+ community: initials and identities;
- Achievements and data of the LGBTQ+ community in Brazil;
- Safe environment for LGBTQ+ people;
- Microaggressions: forms of manifestation, how and when to react;
- LGBTphobias: homophobia, lesbophobia, biphobia and transphobia;
- How to be Anti-LGBTphobia?
- Understand the difference between not being LGBTphobic and being Anti-LGBTphobic;
- The inclusion paradox
- The Ally role;
- How to structure more inclusive policies for the LGBTQ+ community in organizations.

Distance Learning

ANTI-SEXISM MODULE



Modality:

Online or in-person

Format:

Training; Talk; Distance Learning



Workload:

each module has 4 sessions of 2h00min each



GENDER EQUITY AND FEMALE PROTAGONISM

- Gender concept;
- Unconscious gender biases;
- Gender and women's issues in society;
- Data and research on gender inequalities and women's challenges in the labor market;
- Sexual division of labor and female triple working hours;
- Motherhood and the labor market;
- Wage inequalities;
- Challenges of female leaders;
- Feminisms;
- Female empowerment and protagonism in organizations;
- Good practices for dealing with the topic in an organizational environment

 Distance Learning



GENDER BIASES AND BARRIERS

- Concept of gender bias;
- Unconscious biases and gender barriers;
- How stereotypes based on gender are constructed;
- Gender roles and their impact on the media, speeches, and at work;
- Aggressions and microaggressions;
- Gender stereotypes and their intersections;
- How to break gender biases?
- Implicit Association Test.

 Distance Learning



SAFE ENVIRONMENT AND GENDER MICROAGGRESSIONS

- Gender relations;
- Gender, power and inequalities;
- Privileges and male domination;
- Important concepts: Structural sexism, patriarchy and others;
- Power structures and intersectionality;
- Mansplaining, maninterrupting and other gendered aggressions and microaggressions;
- Corporate bullying, discrimination and moral/sexual harassment;
- Violence and harassment against women;
- Naturalization of violence;
- Women's (and feminist) struggles and achievements;
- Law and women's rights:
- How to build a safe and inclusive environment for all genders?
- Good habits;
- What can my organization do?

 Distance Learning



ANTI-SEXISM APPROACH

- Gender and power relations;
- Male privilege;
- Important concepts: sexism, misogyny, and patriarchy;
- Conceptualizing Masculinities (hegemonic, traditional, fragile, toxic and plural);
- Feminisms;
- Sexism in data;
- Gender-based inequalities;
- Woke x Anti-sexist;
- Anti-sexist actions and practices;
- The Ally role in the anti-sexism struggle;
- Difference between not being sexist and being Anti-sexist;
- Good habits;
- Allied organizations.

 Distance Learning

EXTRA CONTENT

**Modality:**

Online or in-person

Format:

Training or Talk

**Workload:**

each module has 4 sessions of 2h00min each



INTRODUCTION TO ESG IN ORGANIZATIONS

- Unraveling the acronym ESG:
- E (Environmental);
- S (Social);
- G (Governance);
- The corporate sustainability movement;
- What is materiality and what to prioritize;
- Journey and scale of sustainability;
- Greenwashing and genuineness;
- Financial impact and monitoring.



INCLUSIVE LANGUAGE AND COMMUNICATION

- Concept of Inclusion and inclusive communication;
- Why do we think and communicate non-inclusively?
- Society is changing and so is communication;
- How can we communicate more inclusively?
- Introduction to neutral language;
- Statements that should no longer be used, inclusive communication from the organization's point of view (accessibility, inclusive hashtags, captions/subtitles, inclusive and neutral language, etc.).



GENERATIONAL DIVERSITY IN ORGANIZATIONS

- Aging and generations;
- Data on the relation between longevity and work in Brazil;
- Generations in organizations: what they are and what they bring in particular;
- Stereotypes and clash of generations;
- Legislation;
- Age discrimination (ageism and gerontophobia);
- Consequence of social exclusion of people over 50 years old;
- Silver economy;
- Advantages of age diversity and intergenerational exchanges at work;
- Good practices in generational diversity.



Distance Learning

EXTRA CONTENT



Modality:

Online or in-person

Format:

Training or Talk



Workload:

each module has 4 sessions of 2h00min each



NON-VIOLENT COMMUNICATION (NVC)

- Definition of communication;
- Presentation on types of communication;
- Understanding the assertive, inclusive and non-violent communication;
- Dynamics for using each technique in different situations.



Dist. Learn. soon



IMPOSTER PERSON SYNDROME

- Concept of Imposter Syndrome;
- Causes of Imposter Syndrome;
- Imposter Syndrome and minority groups;
- Gender stereotypes and Imposter Syndrome;
- Racism and Impostor Syndrome;
- Self-knowledge, self-confidence and self-esteem;
- Clance Test/Scale;
- Tools to mitigate the effects of this syndrome and achieve all our professional dreams.



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DIVERSITY AND MERITOCRACY

- Tyranny of Merit - Michael Sandel – Harvard;
- Social stratifications and corporate models;
- Christian philosophical worldviews;
- History of Man's Wealth Leo Huberman;
- Societal Changes - From Aristocracy to Bourgeoisie
- Effort, talent, commitment and choices?
- Michel Young - The Rise of Meritocracy, 1958;
- Studies on social mobility;
- Meritocracy and the corporate market;
- Affirmative actions and the quota system.

THEMATIC MONTHS



JANUARY:
Trans Visibility Month

01/29
National Transgender Day of Visibility

Content: Trans community and the challenges encountered in organizations (chosen name, visibility, inclusion and others).



MARCH:
Women's History Month

03/08
International Women's Day

Content: gender equity challenges, barriers and biases in the labor market



JUNE:
Pride Month

06/28
International LGBTQ+ Pride Day

Content: LGBTphobia and the construction of a safe workplace.



SEPTEMBER:
Persons with Disabilities Awareness Month

09/21
International Day of Persons with Disabilities

Content: Ableism, employability and inclusion of People with Disabilities in Organizations



OCTOBER:
National Disability Employment Awareness Month

10/01 – International Day of Older Persons

Content: generations working together in the job market, challenges and opportunities.



NOVEMBER:
Black Awareness Day

11/20
Black Awareness Day

Content: Racial literacy and anti-racism being put into practice



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