



# “DEIA Sustainability ISO 30415: a Key to the Advancement of Women and Gender Equity”

Speaker:

Linda Espinosa Valencia

Co-founder Ventura  
Collective & DEI Consultant



Hello everyone

My name is Linda Espinosa Valencia, I'm one of the co-founders of Ventura Collective.

I'm grateful to the Woman and Gender Equity Advisory Committee for opening this space to talk about the importance of DEIA's Sustainability through the application of International Standards and Management Systems as a key to advance Women and Gender Equity.

## Who is Ventura Collective (our roots)?



Latine women owned DEI consulting collective. Settlers in Kijipuktuk (Halifax) and Kahnawake (Montreal).



### Our Values

- Building Community
- Inner Work
- Outer work
- Harness our collective impact and joy



Members of the Standards Council of Canada (SCC) arm of the ISO.



- First Diversity, Equity and Inclusion Consultant in Canada to be certified on the DISM based on the ISO 30415.
- Introduced the only DISM ISO-30415 certification for DEIA professionals in Canada and Latinamerica.

Ventura Collective is a Latine women owned equity, diversity, and inclusion consulting collective.

I'm grateful to the Mi'qmaq First Nation People and all Original Peoples of Turtle Island, who continue to fulfill their responsibilities as guardians and stewards of these lands. I continue to learn about and honour our responsibilities as treaty people with humility as we work in solidarity with fellow community members to heal from the harm of colonization and to reclaim the joy, inclusion, well-being, creativity and liberation that is every human's birthright.

# What is Diversity, Equity, Inclusion and Accessibility in Organizations / Companies / Governments?



If we ask 100 people, What is Diversity, Equity, Inclusion and Accessibility in Organizations / Companies / Governments? we will get 100 different answers...which takes us to the main challenge that we are facing right now.

**The primary challenge we face as DEIA professionals and advocates is that every organization has its own idea of what DEIA is, some perceive it as merely a matter of morality, virtue signalling, or a "nice-to-have". Some other treated as an ad-hoc initiative or a charitable effort aimed to "helping" individuals from equity-deserving communities, rather than a strategic and integral part of their operations.**



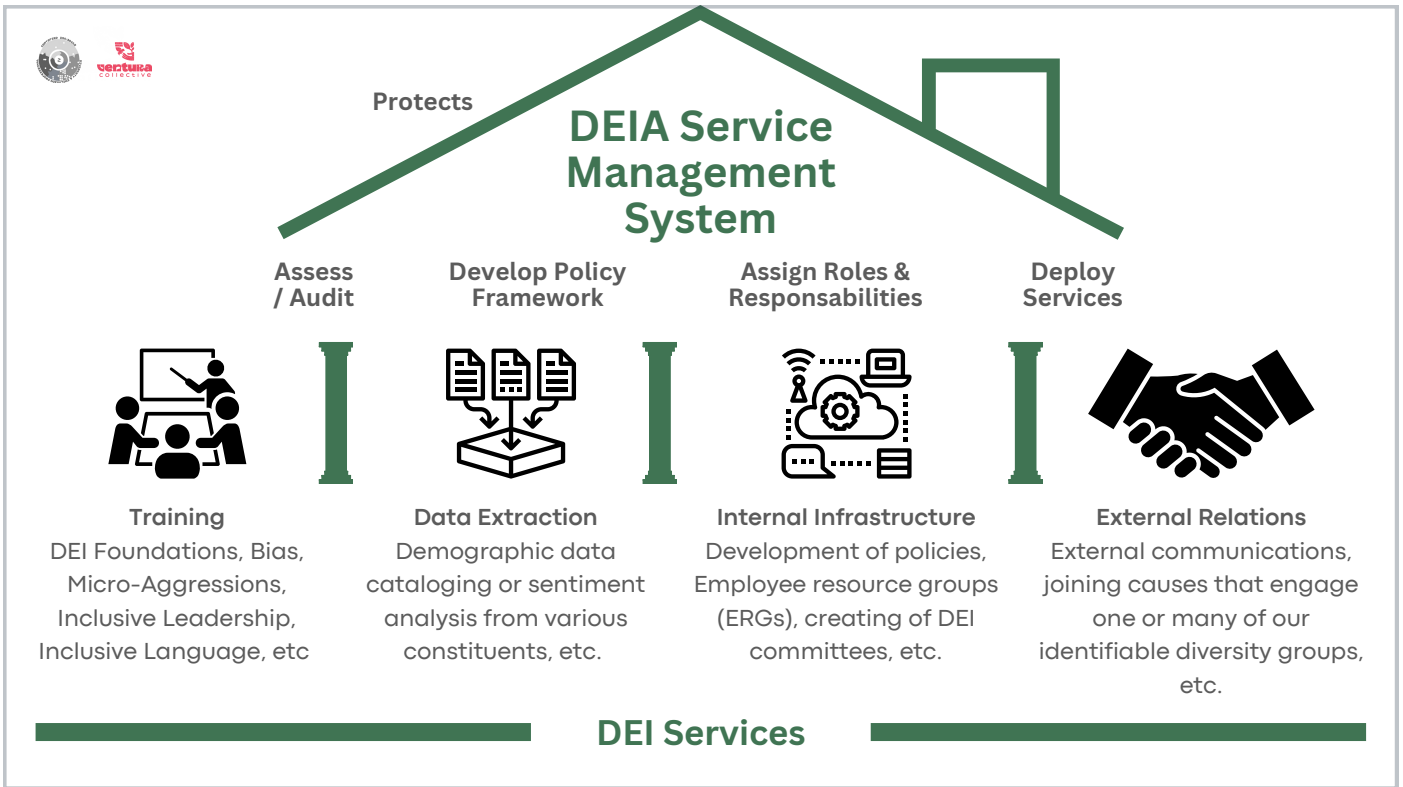
The primary challenge we face as DEIA professionals and advocates is that many organizations have their own idea of what DEIA is, some perceive DEIA as merely a matter of morality, virtue signalling, or a "nice-to-have". Some other treated as an ad-hoc initiative or a charitable effort aimed to "helping" individuals from equity-deserving communities, rather than a strategic and integral part of their operations.

Without a consensus or a standard it is hard to understand the vital process that DEIA is in organizations.

# DEIA is a Management System and a Mindset



In reality DEIA should be a management system that is vital for the function and success of any organization, just like legal, finances, cybersecurity, and any other system.



When we talk about a DEIA Management System we picture a house that has a strong foundation, pillars and a roof to protect our DEIA efforts but currently...



### Training

DEI Foundations, Bias, Micro-Aggressions, Inclusive Leadership, Inclusive Language, etc



**Data Extraction**  
Demographic data cataloging or sentiment analysis from various constituents, etc.



### External Relations

External communications, joining causes that engage one or many of our identifiable diversity groups, etc.

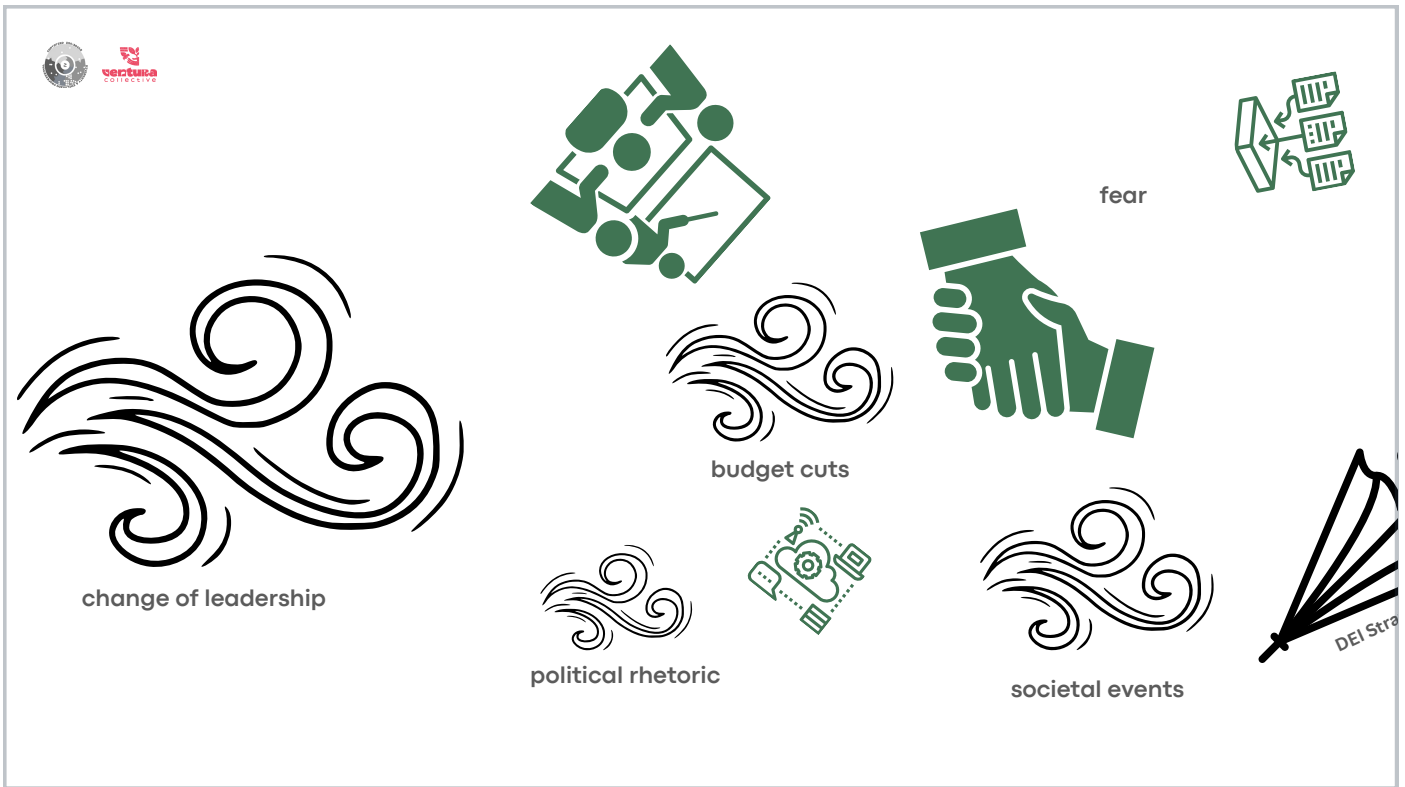


**Internal Infrastructure**  
Development of policies, Employee resource groups (ERGs), creating of DEI committees, etc.



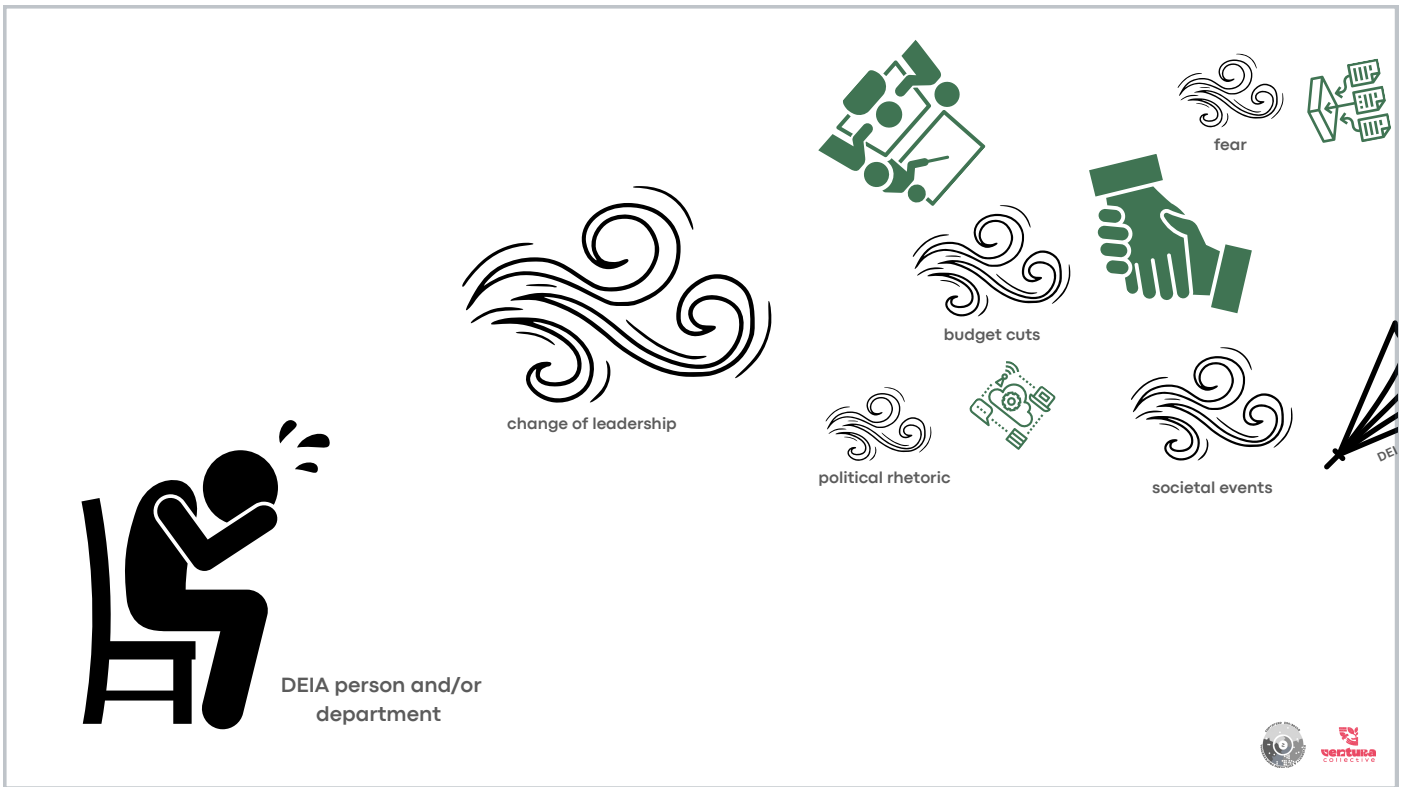
We see sporadic efforts...

Some organizations have some strategy that is usually based on the good intentions of a leader committed to DEIA, we see lots of trainings, lots of external communications in websites and social media and very little data extraction and internal infrastructure.

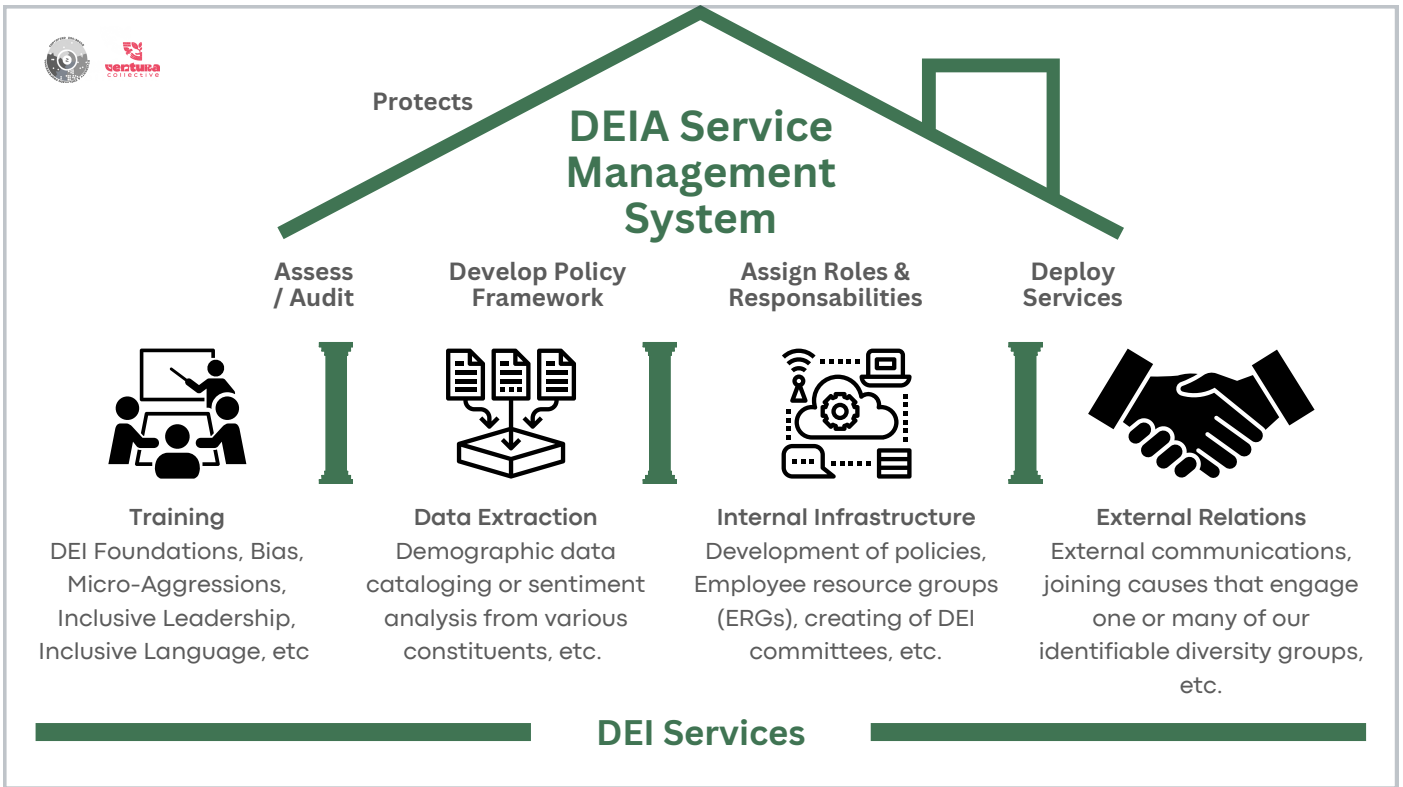


So when we don't have a house to protect our efforts, the inevitable winds (change of leadership, political rhetoric, budget cuts, societal events, fear, etc) come, they blow away those efforts...





Leaving usually the DEIA person and / or team to deal with the aftermath, and unfortunately in many occasions leaving the DEIA person or department without a job or quitting the organization.



A DEIA service management system is the strategic roof that will allow any organization to plan, deploy, manage and protect the services and/or projects that we consider to be DEIA, such as:

- Training
- Data Extraction
- Internal Infrastructure
- External Relations

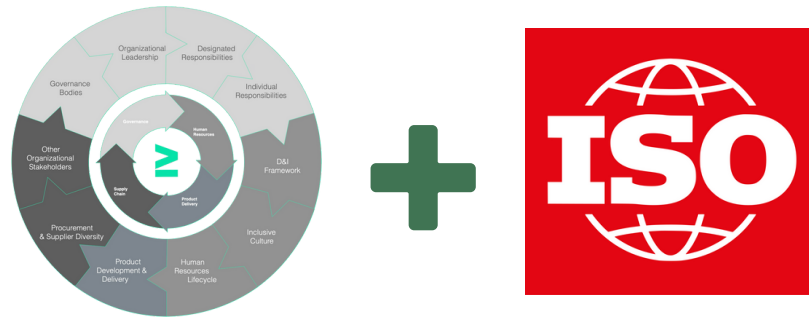
As you can see in this graphic all services have the same importance as they are the pillars of our house.

# How do we start building our DEI Service Management System?



What do we do to NOT let the winds push all our DEIA efforts and keep the momentum of the book clubs, trainings, and all the other efforts to advance DEIA in our organizations.

# Diversity and Inclusion Service Management (DISM) Based on the International Standard in Diversity and Inclusion ISO 30415



Let me introduce to you one of the best tools out there to build your DEIA Service Management System.

The Diversity and Inclusion Service Management (DISM) based on International Standard ISO 30415.

But before I go over this tool, I will tell you about the International Organization for Standardization (ISO)



## What is the International Organization for Standardization (ISO)?

- **International Organization for Standardization - 1947**
- **Independent & Non-governmental**
- **Membership: 167 national standards bodies, including the Standards Council of Canada**
- **Central Secretariat: Geneva, Switzerland**
- **Develops international standards that support innovation in all industries (E.g. Quality management ISO 9001)**
- **Provides solutions to global challenges**

International Organization for Standardization

Independent  
Non-governmental

Membership  
167 national standards bodies, including the Standards Council of Canada which Ventura Collective is part of.

Central Secretariat  
Geneva, Switzerland

Brings together experts to share knowledge and develop voluntary, consensus-based, market-relevant International Standards that support innovation and provide solutions to global challenges.



Human resource  
Management

Diversity and  
Inclusion -  
ISO 30415:2021

- Standard developed over ten (10) years with an international lens and published in 2021.
- Relevant to the following United Nations Sustainable Development Goals:
  - (5) Gender Equality
  - (8) Decent Work and Economic Growth
  - (10) Reduced Inequality
- Guided by the principles of human rights at work by the International Labour Organization (ILO).
- Insurance Industry in Europe and the US are already adopting Diversity & Inclusion ISO 30415 as the golden standard for corporate D&I. (**Lloyds of London, Zurich & AJ Gallagher**)



The D&I Standard was developed over ten years.

Relevant to the following United Nations Sustainable Development Goals:

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The Insurance Industry in Europe and the US are already adopting Diversity & Inclusion ISO 30415 as the golden standard for corporate D&I.

(Lloyds of London, Zurich & AJ Gallagher are already underwriting products utilizing the ISO-30415)



Human resource  
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ISO 30415:2021

## ISO 30415 is the standard for Diversity and Inclusion providing a company-wide framework



- Governance
- Human Resources
- Product/Service Development/Delivery
- Supply Chain & Other Constituents



All sizes



For-profit or  
non-for-profit



All Industries



Designed to be measurable and scalable to the needs of all types of organizations both for profit and non-profit and all industries including government.

It encompasses an exhaustive maturity assessment that includes all areas of the organization:

- Governance
- Human Resources
- Product Delivery
- Supply Chain and other constituents.

It produces a domino effect, spreading DEIA to suppliers and other organizations involved with the organization.



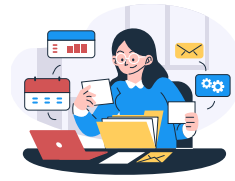
Human resource  
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Diversity and  
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ISO 30415:2021

## The ISO 30415 provides:



DEI Prerequisites



Roles & Responsibilities  
to specific actions and  
measures



Measurable and  
Scalable



Recognizes that every  
organization is different



The ISO 30415 provides a road map to achieve DEIA sustainability and the democratization of responsibility and risk related to DEIA.

Remember the image with the person crying...the standard is an excellent tool to avoid that situation, when we have a road map and roles and responsibilities, KPI's and a continuous improvement system, then one person won't be in charge of solving systemic racism for a 4,000 people organization (or a whole city).

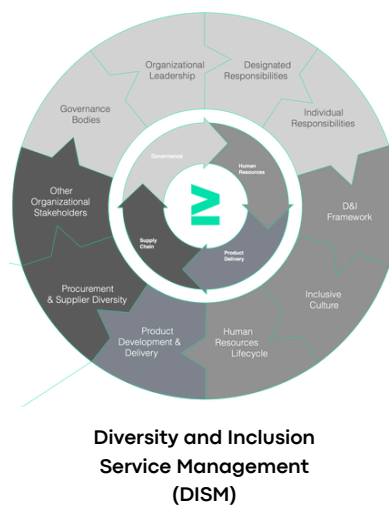




# Diversity and Inclusion Service Management (DISM) based on the ISO 30415:2021

We talked about the ISO Standard now let's talk about the Methodology created to implement the standard in organizations.

# Diversity and Inclusion Service Management (DISM) based on the ISO 30415:2021



**We've used change management as a map in other disciplines like accounting with certified public accountant (CPA) change management and information technology with IT service management (ITSM). We've done this before.**

*James Felton Keith*

The Diversity and Inclusion Service Management (DISM) methodology based on the ISO 30415 was developed by James Felton Keith, James is an award winning Engineer & Economist turned Labor Leader who was the first Black LGBTQ person to run for Federal Office in the US, via US Congress in 2017.

In his work as an activist he realized that companies/organizations couldn't understand DEIA and that's why it was so hard for them to implement any kind of meaningful systemic change.

James consulted the team at the US-ISO working group to develop the ISO 30415 and once the standard was published he developed the DISM methodology.

James said: " We've used change management as a map in other disciplines like accounting with certified public accountant (CPA) change management and information technology with IT service management (ITSM). We've done this before" We can do it again with DEIA.

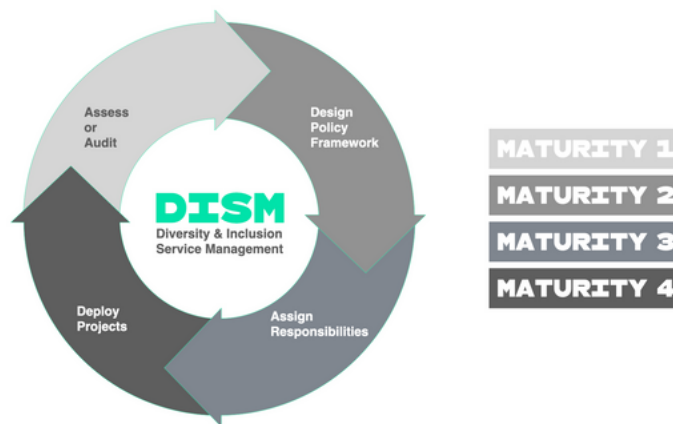
## What is the Diversity and Inclusion Service Management (DISM) methodology based on the ISO 30415 standard?

- The DISM methodology introduces **the ISO 30415 standard** as a Diversity and Inclusion Service Management framework, just like any other service is managed in an organization (accounting, legal, information security, quality, etc).
- The DISM methodology provides organizations and their employees with the tools to create a roadmap to develop an organization-wide strategy, **through a maturity model**, that will help them advance equity, diversity, inclusion and accessibility (DEIA) and **minimize the risk associated with an absence of DEIA structure**.



# Inclusion Maturity Model Integration (IMMI)

The IMMI maps the various categories of the ISO 30415:2021 Standard  
Four-level maturity score of 1 – 4



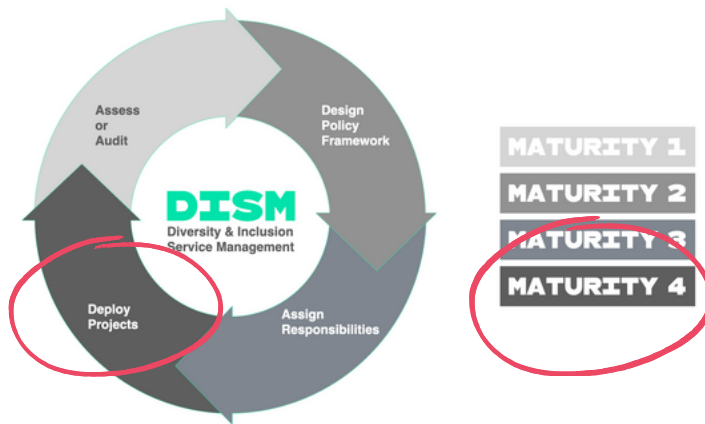
The DISM Methodology introduces the Inclusion Maturity Model Integration (IMMI), where an organization is in process of continues improvement:

1. Assessing
2. Designing Policy Frameworks
3. Assigning Roles and Responsibilities throughout the organization
4. Deploying Services

To start over...

# Inclusion Maturity Model Integration (IMMI)

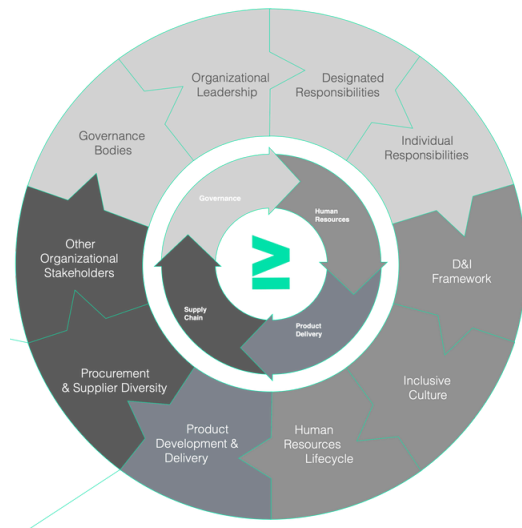
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Four-level maturity score of 1 – 4



As you can observe in this graphic, Deploying Services is considered Maturity 4 in the DISM, and most DEIA efforts in organizations start with those services without taking in consideration where they currently stand, the design of policies and the assignment of roles and responsibilities.

That is why so many times we are left not understanding why our efforts are not impactful or have the desired results.

# The Diversity and Inclusion Service Management (DISM) based on the ISO 30415:2021 allows organizations to:



**1. Learn where they are on their DEI efforts and risk management.**

**2. Identify the opportunity areas.**

**3. Write down policies that will support accountability both for individuals and organizations to ensure DEIA sustainability.**

**4. Give tools to both employees and organization to protect themselves.**



As we have explored in this short presentation considering DEIA as a Service Management System allows organizations to:

1. Know where your organization is on their DEI efforts and risk management.
2. Identify the opportunity areas
3. Write down policies that will support accountability both for individuals and the organization to ensure DEIA sustainability.
4. Give tools to both the employees and the organization to protect themselves.

**Let us move from good intentions and performative actions to driving systemic change that advances Women's and Gender Equity**



I will finish this presentation inviting us all to move from good intentions and performative actions to driving systemic change that advances and sustains Women's and Gender Equity.

**Questions????**







[certification@weareventura.com](mailto:certification@weareventura.com) 

Ventura Collective Ltd 

[@venturacollectiveltd](https://www.instagram.com/venturacollectiveltd) 

[www.weareventura.com](http://www.weareventura.com) 