

**SEMESTER:** Spring 2021

**COURSE NUMBER:** UGBA 192T.004

**COURSE TITLE:** Equity Fluent Leadership: The Value of Inclusion & Diversity

**UNITS OF CREDIT:** 3; **Mode of Instruction:** Remote; **Method of Delivery:** Synchronous

**INSTRUCTOR:** Kellie McElhaney

**E-MAIL ADDRESS:** kmack@haas.berkeley.edu

**MEETING DAY(S)/TIME:** T/TH 11-12:30 pm

**PREREQUISITE(S):** None

**CAREER FIELD:**

- This course is useful for anyone whose success depends on creating business value, attracting top talent, managing high-performing teams, driving innovation, and becoming a better leader and human.
- The course is most relevant for those in (or hoping to get into) positions of senior leadership, talent management, marketing, brand, product design and development, consulting, corporate strategy .

**CLASS FORMAT:** A live consulting project with a corporate client (you will bid on projects that I source and present), as well as a mixture of lectures, in-class activities, readings, and speakers.

**REQUIRED READINGS:** Readings will include a choice from a selection of books; all other readings and cases will be posted on bCourses.

**BASIS FOR FINAL GRADE:** 50% of your final grade will be your consulting project, and 50% a mixture of papers, a personal leadership strategy and participation.

**ABSTRACT OF COURSE CONTENT AND OBJECTIVES:**

This course prepares *Equity Fluent Leaders* to ignite and accelerate change. *Equity Fluent Leaders* understand the value of different lived experiences and courageously use their power to address barriers, increase access, and drive change for positive impact.

The course content focuses on business opportunities and solutions that create value for the company and for society. We will address gender, race, ethnicity, socio-economic status, disabilities, and sexual orientation/ identification. You will leave prepared to implement inclusive leadership and business strategy. The course uses a combination of data, cases, and experiential tools to increase inclusion and diversity in the workplace. You will design an EFL consulting project with either your own company if you are currently working, or you will select

from projects that we source, in which you will work to solve high-visibility EFL challenges or to recognize EFL opportunities.

*\*\*We know that COVID is having a significant and disproportionately negative impact on people from diverse and intersectional backgrounds and communities (women, people of color, immigrants, low-income, people with disabilities, etc.), I produced an “**Equitable Recovery Playbook**” with EGAL. We will look to source projects from companies on this topic and strategies for what the business world can do to lead on an equitable recovery that works for all.*

### **BIOGRAPHICAL SKETCH:**

Dr. McElhaney is a distinguished teaching fellow and the Founder of the Center for Equity, Gender and Leadership (EGAL) at Berkeley/ Haas. Her research and teaching are in three areas: (1) The economic and business value of investing in inclusion and diversity; (2) the compensation gap (3) business strategies for diversity and inclusion . She has written a book entitled *Just Good Business The Strategic Guide to Aligning Corporate Responsibility and Brand (2010)* on her work, as well as given a TED talk on these topics. Kellie consults with global 1000 companies and gives keynotes throughout the world on D&I strategy and value.