



Rolls-Royce  
Motor Cars Limited

CONSCIOUS  
BUSINESS INSTITUTE

# HIGH IMPACT DIVERSITY & INCLUSION CULTURE & LEADERSHIP PROGRAM

## DIVERSITY & INCLUSION PROGRAM

The BMW Group board commissioned CBI and CBI Partners to design and deliver a unique diversity & inclusion program with a particular focus on strengthening female leaders and high-potentials.

This powerful program consists of different modules to be chosen by participants. It encompasses various learning modalities ranging from workshops to individual coaching, spanning a duration of 6 months.

This program is now in its second year at BMW Group. Plans are to expand the program globally.

## WHY CBI WAS BROUGHT IN

The board of BMW Group had determined the need to accelerate and empower female high potential-candidates and leaders. Based on an innovative proprietary approach, CBI and CBI Partners designed and developed an annual 9-month business leadership and coaching program for 200 participants.

## OUR STRATEGY AND INSIGHTS

To create high impact, broad-level, sustainable change, CBI:

- Focused on strengthening masculine & feminine qualities and attributes rather than male and female gender differences. This approach generated 40% male participation in the program.
- Offered participants to choose from leading-edge modules including “The Power of Mindset & Perceptions”, “Authentic Communication” or “Life Purpose.”
- Integrated a variety of learning modes, including Impulse Workshops, Study Groups, Individual Exercises and Personal Coaching.
- Combined a variety of delivery methods, including workshops, web-meetings, and online learning, to allow for scalability, cost-effectiveness & global reach.

## CHANGE CREATED

As a result of the programs, participants:

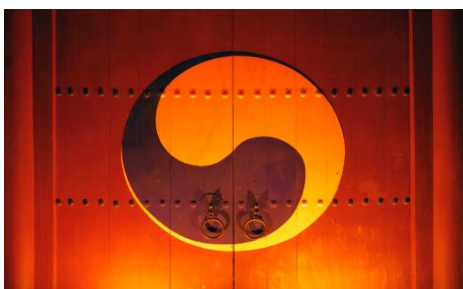
- Obtained deep insights into their abilities, their mindsets and knowledge of their constructive and destructive behaviors.
- Obtained clarity about how to change their limiting behaviors.
- Developed clarity about their career path, and the steps to do to get there.

*"Very powerful program – and it works! A division head just told me he now sees me leading a production site."*

*Female Executive, Group Leader and Participant in BMW Program*

## POWERFUL RESULTS DELIVERED

We are asked to keep the results confidential. We can confirm this popular program is in its 5<sup>th</sup> year and usually booked out within weeks. Key to the positive result is a focus on providing deep experiences and insights about individual behaviors & personality traits which participants use to excel in their personal and professional lives.



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