

AIDA Content Map

SAMPLE TOPIC
What is the training topic?
Diversity, Equity and Inclusion(DEI) in the workplace. DEI is set of principles and practices aimed at creating a workplace or community that is diverse, inclusive, and equitable for all individuals, regardless of their background, race, gender, sexual orientation, disability, or other characteristics.
Are you the subject matter expert (SME) or did you select a topic from Source Content?
SME

DEFINED BUSINESS GOAL AND PROBLEM
What is the business goal for this training? What does success look like?
The business goal for this training is to create safe & inclusive environments that celebrate differences, thrive on change, and vows to ensure each person is valued & appreciated. Success looks like “buy-in” to DEI initiatives/programs, diversity in special programs and leadership roles, and all employees have a sense of belonging.
What is the business problem (gap), that when solved or closed, would help the organization reach the above goal? In other words, WHY is the goal not being met right now?
The business problem is that DEI is seen as important but not urgent — until it becomes a crisis. If measures are put in place and protocols are understood, then this would minimize the margin of error. The goal is likely not being met because not enough resources are available, funds are not properly allocated to the initiatives, and there’s a lack of responsibility of who DEI falls on.
(Current State) What is currently happening with the target audience that needs to change? Before learners take your training, what are they doing, or not doing successfully?

The following things are lacking in the organization:

- *Communication*
 - Effectively communicating becomes challenging when our words and actions inadvertently inflict harm or offense. It is crucial to understand the origins of such unintended consequences and to develop strategies for addressing them. This knowledge is essential for fostering a team that not only welcomes diversity but actively embraces inclusion. Above all, gaining insights into microaggressions equips us to enhance workplace communication
- *Employee Retention*
 - Employees do not stay longer than 1-2 years. Ensuring that each individual's views and beliefs are respected at work is an important aspect that is stated on exit surveys.

(Future State) What should the target audience be doing? Once learners complete the training, what should learners be able to do successfully?

After completing DEI training, employees should ideally be able to:

- To recognize and appreciate diverse perspectives, backgrounds, and experiences.
- Be capable of recognizing and addressing their own biases, as well as understanding how bias can manifest in various situations.
- Create spaces where all individuals feel valued and respected, regardless of their background or identity.
- Empowered to actively contribute to decision-making processes, recognizing the importance of diverse voices in shaping policies and initiatives.
- Be motivated to continue learning about diversity, equity, and inclusion

AUDIENCE

Who are the primary learners (audience) that will be taking the training? Be specific.

Directors, Team Leaders, Hiring Managers, Recruiters, CEO, COO, CFO

What are the basic demographics of your primary learners?

69% Male
31% Female
84% White

2% Black
 4% Latino
 10% Asian

What are your learners' prior knowledge/skill level?

The learners' prior knowledge is as followed:

- Learners enter with a solid foundational grasp of fundamental concepts associated with Diversity, Equity, and Inclusion (DEI). They acknowledge that extending respect to everyone, regardless of differences, is an active endeavor.
- The adult learners are advanced in their understanding that DEI requires continuous efforts, and personal experiences and biases shape interpersonal communication.
- Participants are conscious & have an intermediate level of understanding that the company leaders champion DEI initiatives.
- All learners are advanced in their understanding that discrimination is legally prohibited and will not be tolerated in the workplace.
- Assessing their skill level, they presently self-rate at 5 out of 10, indicating a moderate proficiency in the pertinent areas.

ACTIONS NEEDED TO MEET GOAL

1. In the fields below, list all of the actions that a learner would need to take for the business goal to be achieved.
2. State HOW these actions tie back to the business goal.

Action 1:	Action 2:	Action 3:	Action 4:
Publicly express their commitment to DEI, emphasizing its importance to the organization's values and goals.	Regularly review and update policies to ensure they are inclusive and promote equitable treatment of all employees.	Use inclusive communication by using language that reflects respect for diverse perspectives and experiences.	Offer equal access to training, mentorship, and professional development opportunities. Ensure that employees from all backgrounds have the chance to advance in their careers.
How Action 1 ties to the business goal:	How Action 2 ties to the business goal:	How Action 3 ties to the business goal:	How Action 4 ties to the business goal:
Action 1 ties back to the	Action 2 ties back to the	Action 3 ties back to the	Action 4 ties back to the

business goal because when leaders publicly stand in commitment it plays a vital role in shaping organizational culture, attracting talent, building trust, and contributing to a positive impact on the broader community. It is a proactive step towards creating workplaces that are inclusive, equitable, and supportive of diverse perspectives.	business goal because a regular review of policy ensures that leadership remains up to date on discrimination laws; any changes can be made to the handbook based on employee feedback. This action is arguably the most important because it is a source of accountability and promotes conversations that support success.	business goal because the use of inclusive communication further solidifies DEI foundations, it supports the idea that everyone is welcomed and facilitates communication across the company as a whole.	business goal because it guarantees that the environment is safe for growth, it is safe for employees to be who they are without punishment. Action 4 not only promotes safe environments, but creates opportunities for every employee.
<i>Duplicate columns for additional actions, if needed.</i>			

LEARNING OBJECTIVES (LOs)			
<ol style="list-style-type: none"> In the fields below, first list all of the terminal learning objectives (LOs) that the learner will need to achieve to meet the business goal. Your sample should have 2-4 terminal LOs. State which action (from above) each LO is tied to and refines. If there is an enabling LO that supports the terminal LO, list that below. (Not all terminal LOs may have a supporting enabling LO. Terminal LOs may stand on their own, but enabling LOs should not.) 			
Terminal LO 1:	Terminal LO 2:	Terminal LO 3:	Terminal LO 4:
Implement fair policies and practices in the organization through the application of	Identify opportunities to drive meaningful change in your organization.	Reduce workplace anxiety by increasing employee's knowledge and awareness of	Demonstrate DEI initiatives that support empowering advocacy for diversity and

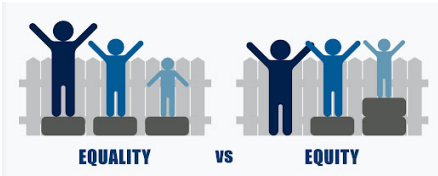
real-world scenarios.		cultural, religious, or racial differences.	inclusion within departments/teams.
Which action does this LO refine?	Which action does this LO refine?	Which action does this LO refine?	Which action does this LO refine?
<ul style="list-style-type: none"> • Offer equal access to training, mentorship, and professional development opportunities. • Ensure that employees from all backgrounds have the chance to advance in their careers. 	<ul style="list-style-type: none"> • Use inclusive communication by using language that reflects respect for diverse perspectives and experiences. 	<ul style="list-style-type: none"> • Regularly review and update policies to ensure they are inclusive and promote equitable treatment of all employees. • Publicly express their commitment to DEI, emphasizing its importance to the organization's values and goals. 	<ul style="list-style-type: none"> • Publicly express their commitment to DEI, emphasizing its importance to the organization's values and goals.
Is there an enabling LO that supports this terminal LO? (optional)	Is there an enabling LO that supports this terminal LO? (optional)	Is there an enabling LO that supports this terminal LO? (optional)	Is there an enabling LO that supports this terminal LO? (optional)
<ul style="list-style-type: none"> • Establish fair policies and practices within the organization 	<ul style="list-style-type: none"> • Develop team activities that would promote inclusiveness and teamwork. 	<ul style="list-style-type: none"> • Launch a monthly Diversity Awareness Workshop Series, covering cultural, religious, and racial differences. 	<ul style="list-style-type: none"> • Establish a DEI Task Force within each department/team and organize regular meetings to brainstorm and implement advocacy initiatives.

CONTENT OUTLINE

1. List the subtopics (categories of chunked content) in a meaningful order below.
2. For each subtopic of information, state

a. which action(s) it maps to.
 b. which LO(s) it maps to. (It is possible to have more than one LO map to a subtopic.)
 3. Outline the information that each subtopic will cover. Avoid going beyond the scope of the LOs. Only include information that is needed to achieve the LOs.

Subtopic 1:	Subtopic 2:	Subtopic 3:
Fundamentals of DEI	Intentional Inclusion	Accessibility
Which action(s) does this section map to?	Which action(s) does this section map to?	Which action(s) does this section map to?
<ul style="list-style-type: none"> Publicly express their commitment to DEI, emphasizing its importance to the organization's values and goals. 	<ul style="list-style-type: none"> Publicly express their commitment to DEI, emphasizing its importance to the organization's values and goals. Offer equal access to training, mentorship, and professional development opportunities. Ensure that employees from all backgrounds have the chance to advance in their careers. Use inclusive communication by using language that reflects respect for diverse perspectives and experiences. 	<ul style="list-style-type: none"> Offer equal access to training, mentorship, and professional development opportunities. Ensure that employees from all backgrounds have the chance to advance in their careers. Use inclusive communication by using language that reflects respect for diverse perspectives and experiences.
Which LO(s) does this section map to?	Which LO(s) does this section map to?	Which LO(s) does this section map to?
<ul style="list-style-type: none"> Reduce workplace anxiety by increasing employee's knowledge and awareness of cultural, religious, or racial differences. Identify opportunities to drive 	<ul style="list-style-type: none"> Implement fair policies and practices in the organization through the application of real-world scenarios Reduce workplace anxiety by 	<ul style="list-style-type: none"> Demonstrate DEI initiatives that support empowering advocacy for diversity and inclusion within departments/teams. Reduce workplace anxiety by

<p>meaningful change in your organization.</p>	<p>increasing employee's knowledge and awareness of cultural, religious, or racial differences.</p> <ul style="list-style-type: none"> Identify opportunities to drive meaningful change in your organization. 	<p>increasing employee's knowledge and awareness of cultural, religious, or racial differences.</p> <ul style="list-style-type: none"> Identify opportunities to drive meaningful change in your organization.
<p>Information / details</p>	<p>Information / details</p>	<p>Information / details</p>
<ul style="list-style-type: none"> Equality vs Equity "When we're talking about diversity, it's not a box to check. It is a reality that should be deeply felt and held and valued by all of us." – Ava DuVernay <i>Diversity</i> (differences) refers to who is represented in the workforce. Equity refers to fair treatment for all people, so that the norms, practices, and policies in place ensure identity is not predictive of opportunities or workplace outcomes. Inclusion refers to the act of welcoming, supporting, respecting, and valuing all individuals and groups <i>Inclusion</i>: Definition: Inclusion is the intentional effort to create a work environment where all individuals feel valued, respected, and included, and where diverse perspectives are actively sought and appreciated. <i>Importance</i>: Inclusion goes beyond representation, promoting a sense of belonging and ensuring that everyone can fully participate and contribute. 	<ul style="list-style-type: none"> <i>Mindful Awareness</i>: Intentional inclusion starts with mindful awareness of the diversity present within a community or organization. It involves recognizing and valuing differences, including but not limited to race, ethnicity, gender, age, sexual orientation, abilities, and cultural backgrounds. <i>Proactive Engagement</i>: It is an active and ongoing process that requires individuals and organizations to proactively engage with diversity. This can include seeking out diverse perspectives, inviting input from underrepresented voices, and intentionally creating opportunities for inclusion. <i>Leadership Commitment</i>: Leadership plays a crucial role in intentional inclusion. When leaders demonstrate a commitment to creating an inclusive environment, it sets the tone for the entire organization. Leaders should actively champion diversity, equity, and inclusion 	<ul style="list-style-type: none"> Equity focuses on leveling the playing field. It's about recognizing that not everyone starts with the same advantages, and it's the organization's responsibility to provide fair opportunities for all – regardless of their background.  <ul style="list-style-type: none"> <i>Employee Resource Groups (ERGs)</i>: Establishing ERGs that focus on various dimensions of diversity, including those related to ability or disability, to provide support, networking, and advocacy. <i>Mental Health Support</i>: Offering mental health support and accommodations, recognizing that mental health is an essential aspect of overall well-being and inclusivity. <i>Support for Neurodiversity</i>:

<ul style="list-style-type: none"> • Diversity examples: Demographic , Age, religion, culture, gender, sexual orientation, neuro • Inclusion examples: Collaborative Decision-Making, Flexible Work Policies, Celebrating Cultural Events, Equitable Resource Allocation, Regular Feedback Mechanisms 	<p>initiatives.</p> <ul style="list-style-type: none"> • <i>Training and Education:</i> Intentional inclusion often involves providing training and education to raise awareness about diversity issues, unconscious biases, and the importance of fostering an inclusive culture. This helps individuals develop the skills needed for intentional inclusion. • <i>Celebration of Diversity:</i> Intentional inclusion involves celebrating diversity and recognizing the unique contributions that individuals from various backgrounds bring to the organization. This can be done through cultural celebrations, awareness campaigns, and other initiatives. 	<p>Creating an inclusive environment that supports individuals with neurodiverse conditions by providing accommodations and understanding diverse ways of thinking and working.</p>
<p><i>Duplicate columns for additional Subtopics, if needed</i></p>		

FINAL ASSESSMENT

1. Write each stem as a performance-based scenario question set in a realistic context.
2. Identify which LO each question evaluates.
3. List the correct response and the distractors.
4. Provide clear feedback that explains what the correct answer is, and why.

Question 1:	Question 2:	Question 3:
<i>You've been tasked with evaluating current processes and systems within your organization to pinpoint areas for improvement and change. You notice that at your monthly "Mental Health" workshop that the attendance is 90% female. Which initiative would most likely boost male attendance?</i>	<i>Ross is a longstanding member of your organization. Due to a past incident, he expresses concern about the potential challenges in ensuring fairness in the decision-making process. As the team leader, it is your role to spearhead initiatives. What is the best way to address Ross' concern?</i>	<i>A team member expresses concerns about feeling uncomfortable discussing these topics due to unfamiliarity or fear of saying the wrong thing. How would you address this concern and create an environment that fosters open dialogue and learning among team members?</i>
Which LO does this question assess?	Which LO does this question assess?	Which LO does this question assess?
<ul style="list-style-type: none"> • Identify opportunities to drive meaningful change in your organization. 	<ul style="list-style-type: none"> • Implement fair policies and practices in the organization 	<ul style="list-style-type: none"> • Reduce workplace anxiety by increasing employee's knowledge and awareness of cultural, religious, or racial differences.
Correct Response:	Correct Response:	Correct Response:
<ul style="list-style-type: none"> • A) Creating a sports-themed workshop, offering incentives and promoting a diverse panel of speakers mixed with male & females. 	<p>B) Explain to Ross that the company has adopted various fair policies to ensure that fairness is practiced throughout on a daily basis. Provide examples such as the anti-harassment/discrimination policy, flexible work arrangement policies, etc.</p>	<ul style="list-style-type: none"> • C) Create a supportive environment for open conversations, highlighting that making mistakes is an integral part of the learning process
Distractors (Incorrect Responses)	Distractors (Incorrect Responses)	Distractors (Incorrect Responses)

<ul style="list-style-type: none"> • B) Sending out an email to only the males on the team/department • C) Highlighting in the team meeting that male attendance needs to improve. • D) Handing out flyers for the next workshop. 	<ul style="list-style-type: none"> • A) Explain that fairness is subjective and varies based on individual perspectives, so it's impossible to ensure complete fairness • C) Disregard Ross' concern, stating that fairness is not a significant issue in the organization. • D) Refer Ross to Human Resources 	<ul style="list-style-type: none"> • A) Encourage the team member to avoid discussions on these topics to prevent discomfort. • B) Provide resources such as literature, videos, or workshops to educate team members privately • D) Ignore the concern and proceed with the initiative as planned.
<p>Feedback for incorrect responses (What is the correct answer, and why?)</p>	<p>Feedback for incorrect responses (What is the correct answer, and why?)</p>	<p>Feedback for incorrect responses (What is the correct answer, and why?)</p>
<p>Option A is the correct answer because it potentially appeals to the targeted groups interests. Using incentives is a great way to keep employees motivated and optimistic about the workplace. Lastly, the use of a diverse panel reassures attendees that others like themselves that may have similar struggles.</p>	<p>Option B acknowledges the team member's concern and reassures them about the organization's commitment to fairness. Sharing specific examples of successful applications of fair policies helps to demonstrate that the organization is working towards addressing challenges related to fairness.</p>	<p>Option C promotes the creation of a safe and open environment, encouraging team members to engage in dialogue despite initial discomfort. Emphasizing that learning involves making mistakes helps normalize the learning process and reduces anxiety around discussing cultural, religious, or racial differences.</p>
<p>Question 4:</p>	<p>Question 5:</p>	<p><i>Duplicate columns for additional Subtopics, if needed</i></p>
<p><i>As a leader responsible for demonstrating DEI initiatives, you encounter resistance from some team members who are skeptical about the effectiveness of these initiatives. How would you address their concerns, while encouraging active participation in DEI efforts?</i></p>	<p><i>In your role as a team leader focusing on DEI initiatives, you notice that certain team members consistently dominate discussions, while others, particularly those from underrepresented groups, contribute less frequently. How would you address this imbalance to ensure equitable participation and empower advocacy for diversity and inclusion within your team?</i></p>	

Which LO does this question assess?	Which LO does this question assess?	
<ul style="list-style-type: none"> Demonstrate DEI initiatives that support empowering advocacy for diversity and inclusion within departments/teams. 	<ul style="list-style-type: none"> Demonstrate DEI initiatives that support empowering advocacy for diversity and inclusion within departments/teams. 	
Correct Response:	Correct Response:	
<ul style="list-style-type: none"> B) Acknowledge the concerns and facilitate open discussions to understand the root of the skepticism, then tailor DEI initiatives to address specific team needs. 	<ul style="list-style-type: none"> C. Implement a rotation system where each team member has an equal opportunity to lead or contribute during discussions. 	
Distractors (Incorrect Responses)	Distractors (Incorrect Responses)	
<ul style="list-style-type: none"> A) Ignore the skepticism and proceed with the initiatives as planned, assuming that team members will eventually come around. C. Communicate that DEI initiatives are mandated and must be followed, despite individual opinions. D. Provide generic information about the importance of diversity and inclusion without addressing the team members' skepticism directly. 	<ul style="list-style-type: none"> A) Ignore the participation imbalance, assuming it's a natural outcome of individual preferences. B. Publicly acknowledge the issue and encourage team members to self-regulate their speaking time. D) Let the remembers continue, it is not your role to address aggressive behavior. 	
Feedback for incorrect responses (What is the correct answer, and why?)	Feedback for incorrect responses (What is the correct answer, and why?)	
Option B takes a proactive approach by acknowledging concerns and facilitating	Option C gives a proactive strategy by implementing a rotation system,	

<p>open discussions. Tailoring DEI initiatives based on team-specific needs demonstrates a commitment to addressing the root of the skepticism and creating initiatives that are more likely to resonate with the team.</p>	<p>ensuring that each team member has an equal opportunity to lead or contribute. This approach directly addresses the imbalance and promotes equitable participation.</p>	
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