

## Powering Next Gen Competitive Advantage in Tech Transfer



### Drivers of Competitive Advantage

- Customer Discovery
  - 60% more profitable
- High Performing Teams
  - Outperform by 50%
- Workforce Talent
  - 76% of workers believe diversity is essential when making decisions about job offers
- Decision-Making
  - 87% better decision-making



## Be a Catalyst for Change

- Speak the language of leadership
  - Align with business priorities
  - Articulate the value of an EDI Roadmap
  - Make it personal – appeal to lived experiences
- Create opportunities for advocacy



## Building the Business Case for EDI

Engage with leadership early

Lead with “Why”

Align with business objectives

Speak to business benefits and ROI

Focus on sustainable change

“

*Businesses can operate at a higher level and boost their bottom line when diversity is prioritized.*

William Von Hoene Jr.  
Former Senior Executive, Exelon



## Getting Started

# *What we hear from leaders...*



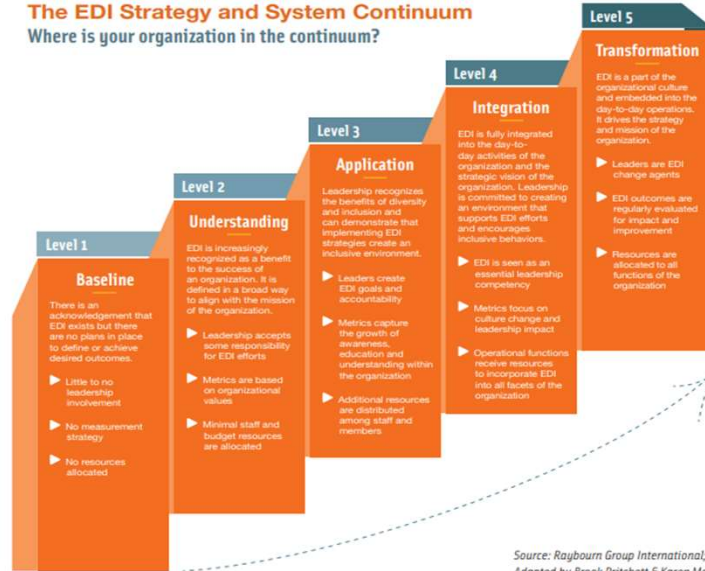
## Getting Started: Five Golden Rules

- Involve stakeholders in conversations
- Gather data to identify your biggest challenges
- Assess what will create the greatest impact
- Cultivate shared mission and purpose
- Define a “pilot” to experiment with best ideas



## EDI Strategy Continuum

### The EDI Strategy and System Continuum Where is your organization in the continuum?



## The importance of self awareness

### How to become more self aware?

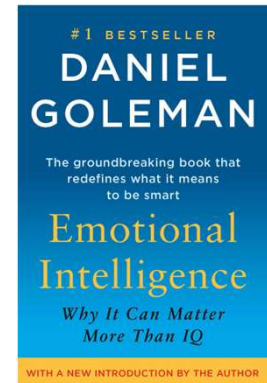
...Understanding Emotional Intelligence & Unconscious Bias



## Emotional Intelligence

### The Four Core Components of Emotional Intelligence

Self Awareness  
 Self Management  
 Social Awareness  
 Relationship Management



## Unconscious Bias



**HARVARD**  
 OFFICE FOR EQUITY, DIVERSITY,  
 INCLUSION & BELONGING

### Implicit Association Test (IAT)

The Implicit Association Test (IAT) measures attitudes and beliefs. The IAT may be especially interesting if it shows that you have an implicit attitude that you did not know about.



# The AUTM EDI Toolkit



## Equity, Diversity and Inclusion Toolkit

Guidance and Resources to Establish Best Practices in the Technology Transfer Field



<https://autm.net/surveys-and-tools/tools/autm-edi-toolkit>

# EDI Toolkit Overview

Understanding Implicit and Structural Bias

Measuring Impact: Research, Data and Benchmarking

Building Your System: Best Practices in the Diversity Toolbox

Expanding Networks: Leveraging a Global Perspective

Conclusions and Resources



## AUTM EDI Toolkit Objectives

- Promote inclusion and awareness for all AUTM members “to create an equitable membership reflective of today’s world”
- “Encourage dialog to inspire members to bring the values of EDI to their personal and professional interactions”
- Share best practices, data and guides to help Tech Transfer Offices and Executives advance their D&I efforts

