Professional Society ISO 30415 Business Case "Brief"

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Why seek individual and organizational certification in the Diversity & Inclusion Standard (ISO 30415)? ISO 30415 promotes:

- **Engineering Disciplinary Excellence**—through providing a standard for inclusively engaging engineering talent throughout the organization [i.e., not just in HR, but as a "lens" through which all aspects of the organization are viewed (e.g., leadership/governance, service, product procurement)]
- **"Gold Standard" Certification**—which recognizes and validates organizational actions taken to achieve a global standard for promoting an inclusive organization
- **Continuous Improvement**—by providing a "maturity score" benchmark and a globally supported process which fosters rigor and refinement in ongoing practice
- **Adaptability**—by aligning the organization with findings of the International Organization for Standardization (ISO), organizational adjustment is fostered in an every-changing global economy
- **Efficiency and Effectiveness**—by reducing ad hoc diversity and inclusion (D & I) organizational efforts and replacing these efforts with purposeful, systemic, standardized change
- **Self-Reliance—**by reducing the demand for external expertise, and promoting organizational leader and member competence as verified through individual ISO 30415 certification
- **Accountability, and Reduces Liability**—by systematically focusing inclusive organizational priorities and fostering transparency, organizational insurability is enhanced and liability reduced.
- **Leadership Consistency—**by creating an opportunity for consistent, comprehensive professional development for both staff and volunteer organizational leaders.
- **Evidence-Based Practices**—by tying organizational practices to a global consensus of experts who inform and continuously improve the ISO 30415 based on existing and emerging evidence-based practices/strategies
- **Beneficial Culture**—by maximizing inclusive, and reducing undesirable exclusive, behaviors and practices
- **Common Understanding**—by providing a common global language and process
- **Cutting Edge Engagement**—by active engagement with the recently ratified (i.e., 2021) global standard, early adopters demonstrate disciplinary leadership
- **Inclusive Recruitment, Engagement, & Recognition**—by signaling to previously marginalized engineers that their expertise is invited, welcome, and celebrated, as consistent with majority engineers' expertise
- **Inclusive Systemic Evolution**—by supporting a process that actively fosters awareness of and engagement in a common language, assessment, and ongoing improvement, thus making not only engineering and engineering products, but the world, better and safer.