

EMPLOYEES

Diversity Skills

What are diversity skills at DW?

Diversity skills are a key requirement at DW for effectively managing diversity within the organization. They encompass a combination of knowledge, attitude, and skills:

Knowledge

What knowledge about **Diversity, Equity und Inclusion** (DEI) and discrimination is relevant for colleagues?

Attitude

What values promote DEI in collaboration with colleagues and external target groups?

Skills

How can colleagues act in a discrimination-sensitive and inclusive manner?

Diversity skills are not a one-time achievement but an ongoing learning process. They require constant attention and adaptation, as societal frameworks and our understanding of diversity continue to evolve. Consequently, the competencies we need at DW to fulfill our legal mandate must also continuously develop.

Why do DW employees need diversity skills?

Particularly in an international media organization like Deutsche Welle, people with diverse perspectives and experiences come together. DW employees play a crucial role in fostering respectful and inclusive collaboration in their daily work with colleagues and external stakeholders, such as users, project partners, and service providers.

In doing so, they actively contribute to shaping a constructive resolution of conflicts and a diverse corporate culture.

The overview on the next page serves as a guide for day-to-day work and as a resource for developing employees' diversity skills further.

[Here](#), you can find a comprehensive overview of internal and external DEI-related resources.

[Here](#), you can strengthen your skills by exploring training courses offered by Learning and Development.



Knowledge

Employees possess general knowledge on:

- DW **Code of Conduct**
- **Internal contact points** and know which **individuals** to approach in case of questions about DEI topics or conflicts.
- The **diversity dimensions** embedded within DW, the corresponding forms of discrimination, and how these forms may intersect.

Attitude

Employees demonstrate a willingness to:

- Actively shape a **fair and inclusive corporate culture and collaboration** through their own behavior, fostering an environment free from discrimination (see **Code of Conduct**).
- Show **respect and appreciation** for colleagues, users, and project partners, regardless of their diversity characteristics.
- **Commit to personal development** by actively reflecting on their own socialization and biases.

Skills

Team collaboration

- **Perspective shifting:** Employees are able to put themselves in different perspectives and consider them in their daily work.
- **Project management:** They ensure that various perspectives are included when planning and executing projects and seek to eliminate potential barriers that may disadvantage individuals.

Dealing with discrimination

- **Empathy and support:** Employees listen attentively to colleagues affected by discrimination, providing guidance and information about the appropriate contact points (e.g., leadership, **anti-discrimination officer**, etc.).
- **Support options:** In cases of discrimination, they reach out to trusted individuals, known contact points, or use the **Safe Space** tool to reflect on their experiences, contextualize them, and initiate further steps if necessary.

Communication

- **Discrimination-sensitive language:** Employees reflect on their communication, paying attention to language and phrasing.
- **Inclusion:** In their communication, they consider the diverse backgrounds and needs of colleagues and external stakeholders.

Self-reflection and development

- **Handling mistakes:** Employees view mistakes in dealing with DEI topics as opportunities for growth and perspective-shifting.
- **Continuing education:** They participate in training sessions, peer consultations, and other formats to enhance their knowledge and skills related to DEI.
- **Professional development:** They use performance targets discussions to agree on participation in DEI-relevant training and DW networks and to address challenges in collaboration.