

DEI is Under Attack: Why Smart Companies Are Doubling Down

Recent headlines suggest that some companies may be scaling back their DEI efforts. Why? The problem is that most leaders cannot articulate the business case for DEI and how it strengthens companies. They don't understand that barriers and microinequities still exist in their organizations or that the majority of their workforce strongly supports DEI principles. We need to reframe the conversation immediately. Smart companies already know this and are in fact doubling down.



DEI starts with the bottom line: Attracting top talent, boosting engagement and strengthening your company's ability to succeed both in the workplace and the marketplace. It's not just a 'nice-to-have'; DEI is a strategic business imperative that drives innovation, builds resilient organizations and secures long-term success.

Session Overview

DEI initiatives are facing increasing scrutiny and pushback. Yet, companies that choose to scale back risk losing more than just their best talent—they jeopardize innovation, organizational resilience and marketplace competitiveness. This keynote delivers a compelling case for treating DEI as a strategic imperative, not a trend. Jeffery Tobias Halter equips leaders with actionable strategies to champion DEI initiatives, turning resistance into opportunity and commitment into a competitive edge.

In this session, Jeffery will:

- Enable leaders, managers and all associates to understand why DEI is critical to a company's well-being and its bottom-line profitability.
- Show the barriers companies are still facing and how to overcome them.
- Provide the tools for leaders to learn how to effectively speak about the importance of DEI and become champions.
- Help attendees at all levels of the organization craft written action plans they can implement immediately and measure the results.

Session Formats

This keynote is available in:

- Virtual or in-person formats.
- 60-minute presentations with Q&A.
- Custom 60 to 75-minute sessions featuring a panel discussion to address your organization's unique needs.



Jeffery Tobias Halter is a Consultant, Author, Gender Strategist and the President of YWomen, a strategic consulting company focused on engaging men in women's leadership advancement. YWomen specializes in driving actionable business plans and strategies to help organizations create Integrated Women's Leadership Strategies. Jeffery is the former Director of Diversity Strategy for The Coca-Cola Company. His clients include IBM, Amazon, Bristol-Myers Squibb and dozens of other Fortune 500 companies.