

INTENTION TO IMPACT: HOW TO LEAD IN A MULTICULTURAL ECONOMY



WHEN

Jul 9–11, 2025

PRICE

\$5,100

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Management and Leadership

Intention to Impact is an experiential new field course created by Malia Lazu and based on her research sponsored by Dr. Fiona Murray. This first-of-its-kind course for MIT Sloan Executive Education takes leaders into the field to experience—and challenge the thinking around—diversity, equity, inclusion and belonging (DEIB) work.

Many business leaders think DEIB is charity and fail to see that there is a strong business case behind this work. *Intention to Impact* makes a case for the inclusion economy, particularly as businesses look to future-proof themselves within a highly competitive landscape. This course covers the vital importance of hiring the right mix of people with diverse backgrounds, experiences and perspectives, and how proactive DEIB will show up in the top line of revenue growth and on the bottom line of profitability.

Please visit our website for the most current information.

executive.mit.edu/iti

FACULTY*



Malia Lazu



Kate Issacs



Renée Richardson Gosline

TAKEAWAYS

You will leave this course with:

- Increased confidence in leading DEIB work authentically.
- A personal commitment statement as a foundation for leadership, especially when DEI becomes difficult and challenges the status quo
- Best practices to move beyond the bias within companies and organizations
- A connection to an informal community of practice
- Proven tools and frameworks for growing understanding around DEIB perspectives, benefits, and practices and for implementing those practices in your company

WHO SHOULD ATTEND

Intention to Impact is ideal for business leaders, founders, managers, HR professionals, and anyone who is committed to integrating diversity, equity, inclusion, and belonging (DEIB) into their organizational strategies. It is designed for those who recognize the strong business case behind DEIB and seek to leverage diverse talent to gain a competitive edge in a rapidly evolving global economy. It is also for individuals who may be questioning or skeptical of how DEIB works in the real world.

Participants will benefit most if they are looking to enhance their understanding of implicit biases, develop practical tools for leading inclusively, and drive system-level changes within their organizations. This course is also suitable for those aiming to create more inclusive workplaces by learning from real-world experiences and engaging with diverse business advocacy groups.



“So many people talk about DEI in this really aspirational way, but there’s actually steps. There are things that can be done to move the needle. And I wanted to be able to create a guide...and show all the different ways that businesses are experimenting with DEI and also really be clear about the why.”

- Malia Lazu

**Please note, faculty may be subject to change.*

CONTACT INFORMATION

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