

SERVICES OVERVIEW // 2026

The Impact Company

Diversity & Impact Consulting

www.theimpactcompany.de

THE
IMPACT
COMPANY

**We lead organizations
from intent to impact.**

Turning DEI&B intentions into systems that work.

What We Do.

The Impact Company leads organizations from intent to impact. We navigate the cultural shift towards **Diversity, Equity, Inclusion & Belonging (DEIB)**, turning DEIB intentions into systems that work.

We create measurable DEIB strategy, culture change, and inclusive communications. Through our professional services in Leadership Advisory, Recruiting & Retention, Creative & Partnerships and Trainings & Workshops, we increase the **economic participation** of marginalized groups and the **competitiveness** of organizations.

Founded by experts with lived and professional experience in intersectional DEIB, we bridge cultures and sectors.

Our Mission.

Our mission is to increase **economic participation** of marginalized groups by helping organizations make **decision-making more transparent**, identify **structural barriers**, and align **social responsibility with business goals**—benefiting people and organizations.



Intersectionality.

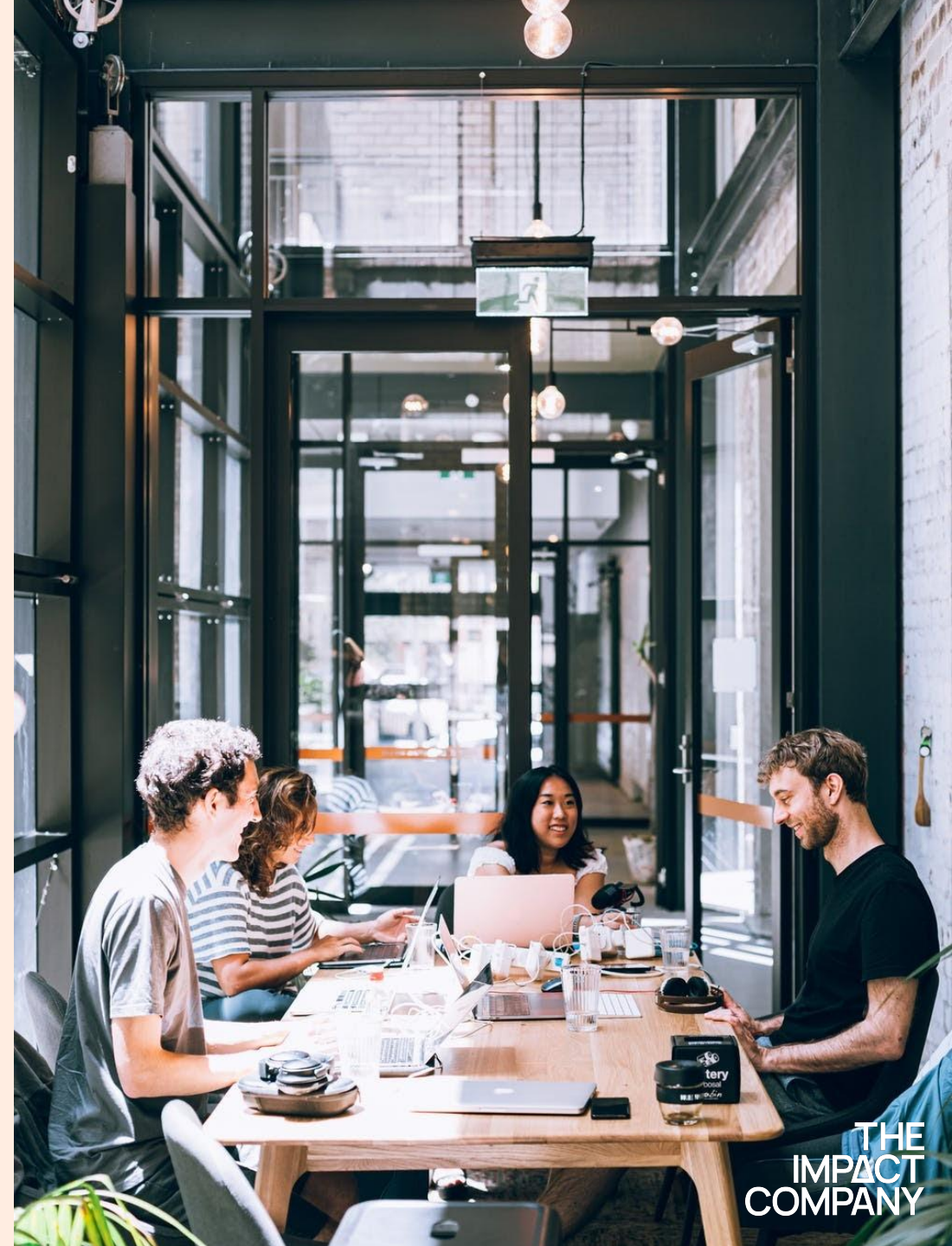
We take an **intersectional approach** to address all relevant DEIB-dimensions (sexual orientation, gender, race, religion and belief, disability and others) that interact with each other.



Our Services.

We provide professional services in the following categories:

- *Leadership Advisory*
- *Recruiting & Retention*
- *Creative & Partnerships*
- *Trainings & Workshops*



Our Services.

Leadership Advisory

- **Diversity, Equity, Inclusion & Belonging (DEIB) Strategy**, budgeting and implementation
- **Inclusive leadership** training
- **Codes of Conduct**
- **Inclusive Language** Guide Development
- **Data & Insights**, Diversity & Inclusion **surveys** and benchmarking, progress reporting
- Executive briefings, case reports, summary presentations, **sounding board sessions**

Recruiting & Retention

- **Job Postings**, wording, requirements and platforms
- Support for full **recruiting** cycle
- Facilitation of **Employee Resource Groups (ERGs)**, mentoring programs and cross-company networks
- **Organizational development** and culture change

Creative & Partnerships

- Event and program concepting and **awareness** services
- **Sensitivity Reviews** of internal and external communications, concepts, scripts, campaigns, productions, etc.
- **Sourcing** of BIPoC and diverse **talent** (influencers, speakers, experts, production crew, etc.)
- **Campaign strategy** + messaging + monitoring
- **Employer Branding** and positioning for marginalized audiences

Trainings & Workshops

- **DEIB Training & Workshops** around DEIB fundamentals, systemic organizational development, employee empowerment, etc.
- **Co-Creation and Empowerment** Workshop Facilitation
- Topics include
 - Unconscious Bias
 - Privilege and Power
 - Inclusive Language
 - Allyship
 - etc.

Selected Clients.

Corporate & Services

Solaris Penguin Random House
flaconi DKB Deutsche Kreditbank AG
THE DO RCKT.
VATTENFALL plan A
HOLTZBRINCK BERLIN INSPIRE TOGETHER otta
bdr. BUNDESDRUCKEREI METRO
RAMBOLL one • five
JUNGvMATT AWIN
Scout24 KFW

Public Sector & Education

Bundesministerium für Wirtschaft und Klimaschutz JOHN F. KENNEDY SCHOOL BERLIN
HM Hochschule München University of Applied Sciences
WISTA we get ideas done u-institut
CIRCE SCHLESWIG-HOLSTEINISCHER LANDTAG
GISSV German International School of Silicon Valley
de:hub digital ecosystems germany
Humboldt-Universität zu Berlin

Non-Profit

Save the Children GERMANWATCH PROUT AT WORK
H&M FOUNDATION
charta der vielfalt Für Diversity in der Arbeitswelt INTERNATIONAL RESCUE COMMITTEE
Schwarzkopf Stiftung JUNGES EUROPA IMPACT HUB
ENGAGEMENT GLOBAL JOLIBA
MIGRATION MATTERS

Culture & Creative

STAATS-BALETT BERLIN WARNER BROS.
FRANKFURTER BUCHMESSE NETFLIX
berlin music commission BERLINER ENSEMBLE
medianet berlinbrandenburg
KOMPETENZZENTRUM KULTUR- UND KREATIVWIRTSCHAFT DES BUNDES EUROPEAN FILM MARKET eFM
DEUTSCHE FILMAKADEMIE ARCHITEKTEN KAMMER BERLIN
KULTUR- UND KREATIVPILOT*INNEN DEUTSCHLAND THE IMPACT COMPANY

Leadership.

We work with multicultural and multilingual German DEIB experts in policy, media, marketing, community building, operations, product and brand management.



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Yolanda Rother


(She / Her)

Founder & Managing Director


Yolanda Rother is the founder and managing director of The Impact Company. She is a trainer and consultant specializing in DEIB, leadership development and cultural transformation. Yolanda is also a sought-after moderator and speaker on topics such as digital society, diversity and sustainability, Unconscious Bias, intersectional anti-discrimination, and much more.

She holds a Master of Public Policy (Hertie School Berlin) and a bachelor's degree from Humboldt University of Berlin.


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