The Impact Company

Diversity, Impact & Culture Consulting

www.theimpactcompany.de

THE IMPACT COMPANY

We lead organizations from intent to impact.

Turning DEIB intentions into systems that work.

THE IMPACT COMPANY

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.



Leadership.

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



Copyright Cherie Birkner

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 allyship, AI and bias, 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.

THE IMPACT COMPANY

Our Services.

We provide professional services in the following categories:

- *Strategy, Leadership & Organisational Development*
- *Recruiting, Talent & Retention*
- *Creative, Communications & Partnerships*
- *Training, Learning & Facilitation*



Our Services: Strategy, Leadership & Organisational Development

Building inclusive organisations from the inside out.

- DEI **strategy development** and **implementation**
- **Inclusive leadership** and **leadership development**
- Organisational **culture change** and **transformation**
- Strategic **sparring** and **advisory** for leadership teams, HR and project teams
- Facilitated **co-creation sessions** and **collaborative problem-solving**
- DEI **assessments, audits** and **impact measurement**
- Inclusive **policies**, **Codes of Conduct** and organisational **guidelines**

Our Services: Recruiting, Talent & Retention

Making access, recruitment and employee experiences more inclusive.

- Inclusive **recruitment strategies** and **processes**
- **Job advertisement reviews** and inclusive **language**
- Diverse **talent sourcing** and **employer branding**
- Employee **retention**, **belonging** and **engagement**
- **Employee Resource Groups** and **internal networks**
- **Mentoring** and **talent development initiatives**

Our Services: Creative, Communications & Partnerships

Making diversity and inclusion visible, authentic and meaningful.

- **Sensitivity Reviews** of scripts, campaigns, content and concepts
- Inclusive **communications** and **language guides**
- **Representation** and **cultural relevance reviews**
- **Campaign** and **content development**
- Influencer, speaker and creative **talent sourcing**
- Partnerships, sponsorships and **inclusive event concepts**
- Awareness concepts and on-site **awareness support**

Our Services: Trainings, Learning & Facilitation

Turning awareness into practical skills and everyday action.

- **Interactive workshops** and **training programmes**
- **Keynotes, talks** and **masterclasses**
- **Moderation, panel discussions** and **facilitated dialogue**
- Topics include:

Inclusive leadership and team development	Allyship, speak-up culture and psychological safety	Unconscious bias, privilege and power, microaggressions
Inclusive language	Anti-discrimination, anti-racism and intersectionality	AI and algorithmic bias
Sustainability, diversity and social participation	Stereotypes, tokenism and representation	bespoke topic upon request

Selected Clients.

Corporate & Services

Solaris
Penguin Random House
flaconi
DKB Deutsche Kreditbank AG
THE DO
RCKT.
VATTENFALL
HOLTZBRINCK BERLIN INSPIRE TOGETHER
planA
bdr. BUNDESDRUCKEREI
otta
METRO
RAMBØLL
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
frizzforum
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

STAATSBALLETT 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

Testimonials.

“Working with The Impact Company felt like gaining colleagues rather than hiring external consultants. From strategic thinking around our positioning in the education sector to hands-on support with partnerships, event design, and moderation — their breadth of expertise is genuinely impressive. They anticipated next steps, took initiative where needed, and brought both structure and thoughtfulness to the collaboration. The networking event and the partnerships that emerged from this process have meaningfully strengthened our educational work in Germany.“

- Sophia Burton from Migration Matters e.V.

Testimonials.

“Yolanda created a workshop that felt really thoughtful and generous. The structure was clear, the information was well documented, there was space for everyone to arrive as they were and bring in whatever they were carrying in that moment, whether that was old and new challenges, questions, hopes, or ideas.
I definitely appreciated how she made the space feel open and grounded at the same time. It was easy to speak, but also to listen, and there was a real sense of being seen and heard without pressure. This was an excellent facilitation.
The part that stayed with me the most was the focus on commitments. It helped shift things from just sharing and reflecting into actionable thinking about what we want to do moving forward and how. That made the workshop feel lasting.”

- Anonymous

Testimonials.

“Yolanda’s Keynote was incredibly insightful! Not only did we learn the "technical side" of AI but the social component leading to any biases AI is working with. It was definitely thought-provoking especially concerning/criticizing the sheer use of AI without questioning any given answers no matter what AI client. We are so curious to see what else Yolanda has to say and are looking forward to any other future collaboration.”

- Huong Dang from Telekom

Testimonials.

“I worked together with the Impact Company for creating a workshop on stereotypes, micro-behavior and (anti-)discrimination. The challenge was that our colleagues only have a short period of time away from their work for such topics, but Yolanda and Charlotte helped me to make it work! Especially with DEI Teams consisting of 1, 2 or 3 people in companies most of times, I think sparring like I did with the Impact Company really helps to bring DEI products, such as workshops, several level up!”

- Saskia da Costa Zuzarte from OBI

Contact.

linkedin.com/company/the-impact-company-de

@theimpactcompany

hello@theimpactcompany.de

www.theimpactcompany.de

@theimpactcompany.de

THE IMPACT COMPANY