



**Stop fixing people.  
Start fixing workplaces.**





**Imagine you're at a social event and someone asks you to introduce yourself.  
What are the first three things you would say about yourself?**



**Lenka Sovová**



**Founder**

**HR Brainstorming  
Association**



**Methodologist**

**National Institute of  
Mental Health**



**Community Manager**

**Jsme fér  
(We are fair) initiative**

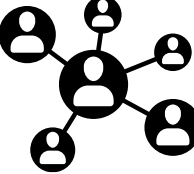


 **March 2021**

 **HR community**

 **4000+ followers**

 **Membership program**

 **FB group and chat**



Join us!



[www.hrbrainstorming.cz](http://www.hrbrainstorming.cz)

**We develop HR.  
We create HR.  
We are HR.**

# Our mission

**We strengthen the role of HR as a strategic partner within the organization.**

We teach HR professionals to **demonstrate the value** of their activities, both in **HR processes and DEI initiatives**. We believe that even the best HR processes are meaningless if they are not based on a deep understanding of the people who create the organization. And that **true partnership between HR and management** is the key to creating a **healthy and inclusive workplace**.



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# Our initiatives

Professional webinars and lectures

HR BRAINS Conference

DEI Balanced Academy

Round tables with the Government Office and  
the Ministry of Labour and Social Affairs

HR Scanner

Expert articles for HR magazines

Collaboration with Czech Television

Stands for Ukraine Job Fair



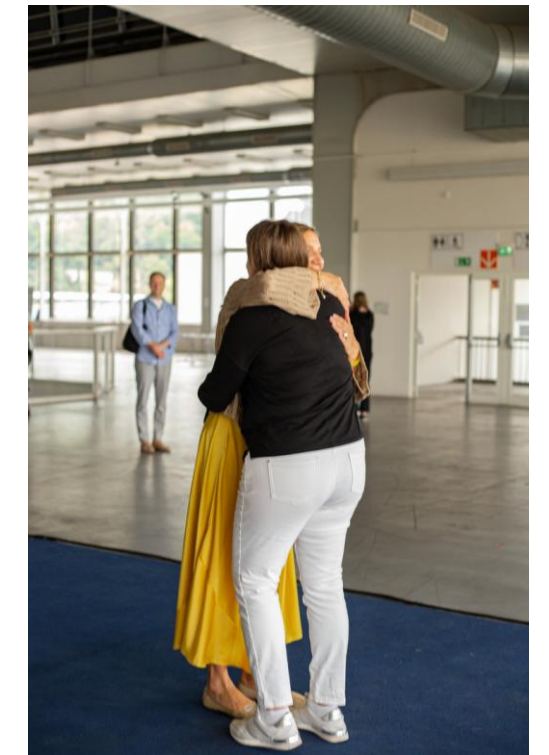
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# Stands for Ukraine job fair

On May 26th and 27th, 2022, we organized a job fair at the Brno Exhibition Center, connecting over **1,500 Ukrainian refugees** with **60 exhibitors** from the South Moravian region.



СТЕНДИ ДЛЯ УКРАЇНИ /  
STAND ~~S~~ WITH *for* UKRAINE



**1500** participants

**60** exhibitors

**385** CVs created in CV zone

**60** interpreters

**650** socio-demographic  
questionnaires from participants

**40** completed questionnaires from  
exhibitors

**100** prizes distributed in the raffle

**10** seminars on labor law and visa  
issues

**36** sponsors

**35** useful links on the job fair's  
website

**300** homemade gingerbreads  
distributed and enjoyed

We develop HR. We create HR. We are HR.

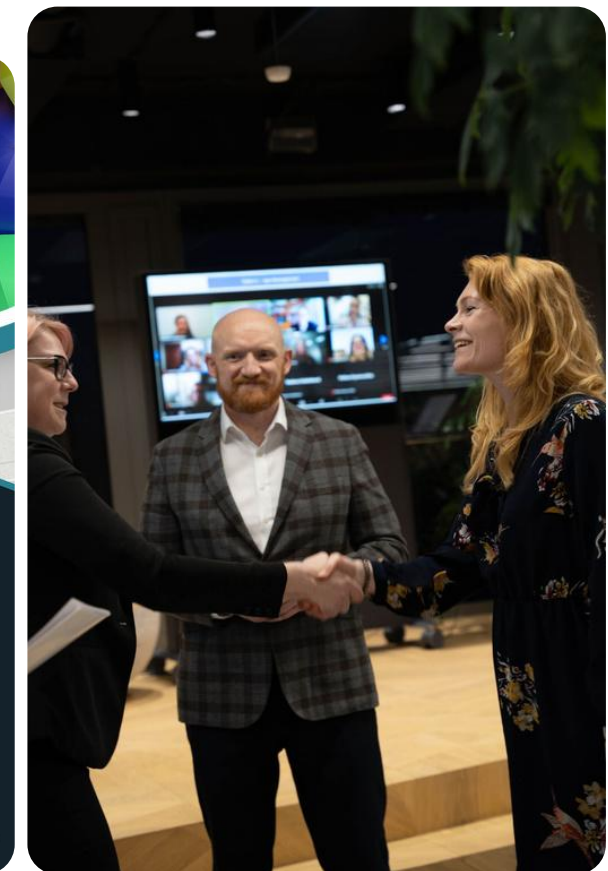
# DEI Balanced Academy

A practical 8-module learning programme focused on how inclusion translates into everyday HR processes and workplace decisions. Participants learn from 25+ leading experts and practitioners in their fields, work through their own DEI handbook throughout the programme, and complete the Academy with a certification.

Topics include:

- Inclusive recruitment
- Gender equality
- Parenthood & caregiving
- Age management
- Disability inclusion & accessibility
- LGBT+ inclusion
- Ethnic and cultural diversity
- Inclusion of foreign employees

**From awareness to implementation.**





12 OCT 2026  
CLARION CONGRESS HOTEL PRAGUE

## HR BRAINS 2026: DATA & MENTORING

The 3rd edition of HR BRAINS will combine data, business insights and practical experience.

### Morning: Data & Insights

HR Brainstorming × Ipsos research results and panel discussions on HR's role in business, decision-making, budgets and the use of data.

### Afternoon: Mentoring

More than 20 mentoring tables across HR, DEI and leadership, focused on practical challenges and real-world experience.

Three pillars:

🔧 Practical HR • 💎 HR value for business • ☂️ DEI



# Synergy of mental health and diversity



## Economic & Workplace Impact

Globally, an estimated **12 billion working days are lost every year** to depression and anxiety, costing the global economy around US\$1 trillion annually in lost productivity.

Around **15% of working-age adults** live with a mental disorder.

*(Source: World Health Organization, 2024)*

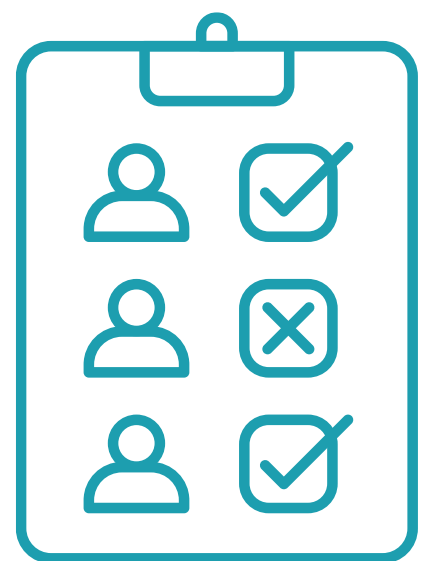


## Work is Part of the Problem

Poor working environments are themselves a **mental health risk**.

Excessive workloads, low job control, discrimination, inequality and job insecurity negatively affect workers' mental health.

*(Source: World Health Organization, 2024)*



## Labour Market & Business Impact

Across EU countries, mental ill health is estimated to cost the labour market the equivalent of **around 2.4 million full-time workers** every year through lower employment, presenteeism, absenteeism and early retirement.

It is projected to reduce GDP by an average of 1.7% annually between 2025 and 2050 — around **€313 billion per year**.

*(Source: OECD, 2026 )*



## What Employees Expect

**Around 7 in 10 workers** say stronger company commitment to human sustainability would:

- increase their engagement and job satisfaction (**71%**)
- improve productivity and performance (**70%**)
- make them more likely to stay long-term (**70%**).

*(Source: Deloitte, 2024)*

# The new reality of the labour market



By 2050, people aged 65+ are projected to make up around 29% of the EU population.  
(European Commission, 2024 Ageing Report)



For every 100 people of working age, there will be approximately 61 people aged 65 and over.  
(OECD, 2024)



1 in 5 working-age Europeans (around 51 million people) is currently outside the labour market. Women, older people and migrants make up more than 80% of this group.  
(EU Commission, 2025)



63% of employers identify skills gaps as the biggest barrier to business transformation — while 39% of workers' core skills are expected to change by 2030.  
(World Economic Forum, Future of Jobs Report 2025)

# ROUND TABLES

 **HR Brainstorming**

**In collaboration with the Government Office and the Ministry of Labour and Social Affairs, we organise round tables bringing together representatives from the **public, nonprofit and business sectors**.**

We focus on identifying barriers and practical solutions across key areas of workplace inclusion:

-  Gender equality & parenthood
-  Disability inclusion & accessibility
-  Inclusion of foreign employees
-  LGBT+ inclusion
-  Age management
-  Ethnic & cultural diversity

We openly address barriers and biases that are often overlooked and work across sectors to identify practical ways to remove them.



# ROUND TABLE

## DIVERSITY IN THE WORKPLACE

March 20, Centrum Paraple

6

**diversity  
groups**

**Gender  
equity &  
parents**

**Age  
management**

**People  
with  
disabilities**

**LGBT+  
people**

**Foreigners**

**Ethnic  
groups**

# Elephant in the room





**What biases have you experienced in the workplace?**

# Heroes and Villains: The Battle for an Inclusive Workplace



## Justice League

- Leadership commitment
- Resource allocation
- Needs Analysis
- Clear Objectives
- Training
- Employee engagement
- Impact evaluation
- Integration into internal policies
- Inclusive communication
- HR well-being



## Injustice League

- Discrimination
- Downplaying issues
- Stereotypes
- Unequal treatment
- Non-transparent processes
- Microaggressions
- Harassment
- Lack of awareness of the topic
- Biased leadership
- Bystander effect

# Gender Equity & Parents



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#justiceleague





## Audience Q&A

**i** The Slido app must be installed on every computer you're presenting from

# Gender Equity & Parents



**Equal Pay**

**Inclusive communication**

**Mentoring**

**Male role models**

**Success stories**

# Age Management



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## Audience Q&A

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# Age Management



**All age groups**

**Intolerant behavior**

**Work flexibility**

**Support for caregivers**

**Population Aging**

# People with Disabilities

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## Audience Q&A

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# People with Disabilities

**Legal protection**

**Work flexibility**

**Awareness**

**Assistance**

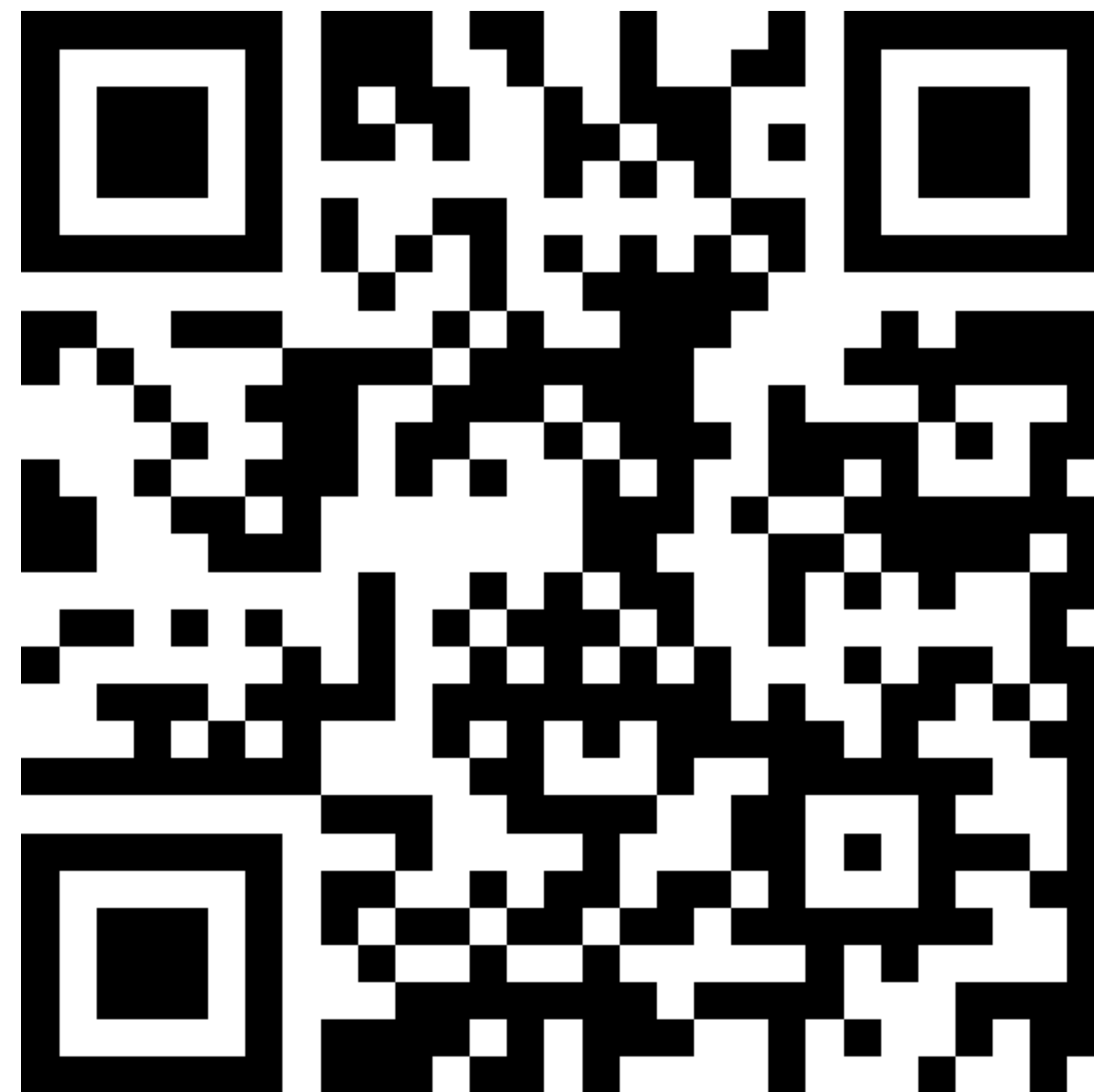
**Non-profit sector**



# LGBT+ People



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## Audience Q&A

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# LGBT+ People



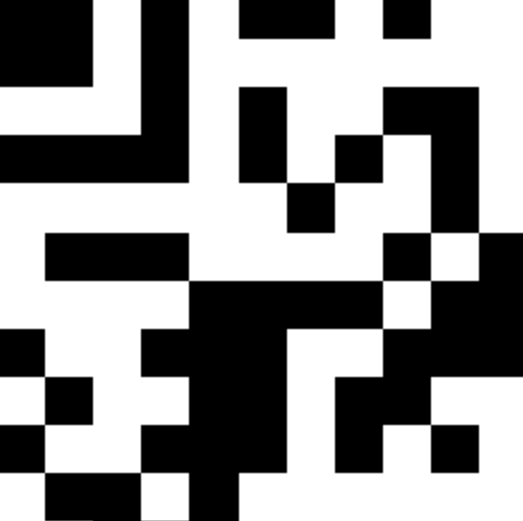
**Unreported discrimination**

**Methodologies and guidelines**

**Equal family benefits**

**Inclusive HR processes**

**Support during a transition**

[illegible]



## Audience Q&A

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# Foreigners



**Language barriers**

**Cultural understanding**

**Immigration process**

**SEO Optimization**

**Language courses**

# Ethnic Groups



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## Audience Q&A

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# Ethnic Groups



**Cultural stereotypes**

**Positive examples**

**Non-stereotypical image**

**Legislative changes**

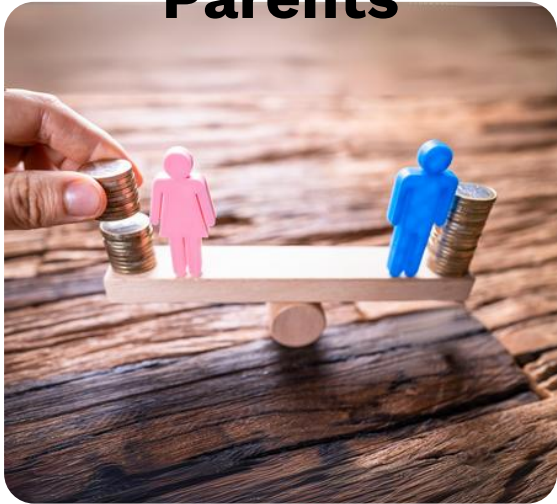
**External agencies**



**Which of these groups or life situations apply to you?  
Select all.**

# Different Groups. Similar Barriers.

## Gender equity & Parents



- Equal Pay
- Inclusive communication
- Mentoring
- Male role models
- Success stories

## Age Management



- All age groups
- Intolerant behavior
- Work flexibility
- Support for caregivers
- Population Aging

## LGBT+ People



- Unreported discrimination
- Methodologies and guidelines
- Equal family benefits
- Inclusive HR processes
- Support during a transition

## Foreigners



- Language barriers
- Cultural understanding
- Immigration process
- SEO Optimization
- Language courses

## Ethnic Groups



- Cultural stereotypes
- Positive examples
- Non-sterotypical image
- Legislative changes
- External agencies

## People with Disabilities



- Legal protection
- Work flexibility
- Awareness
- Assistance
- Non-profit sector

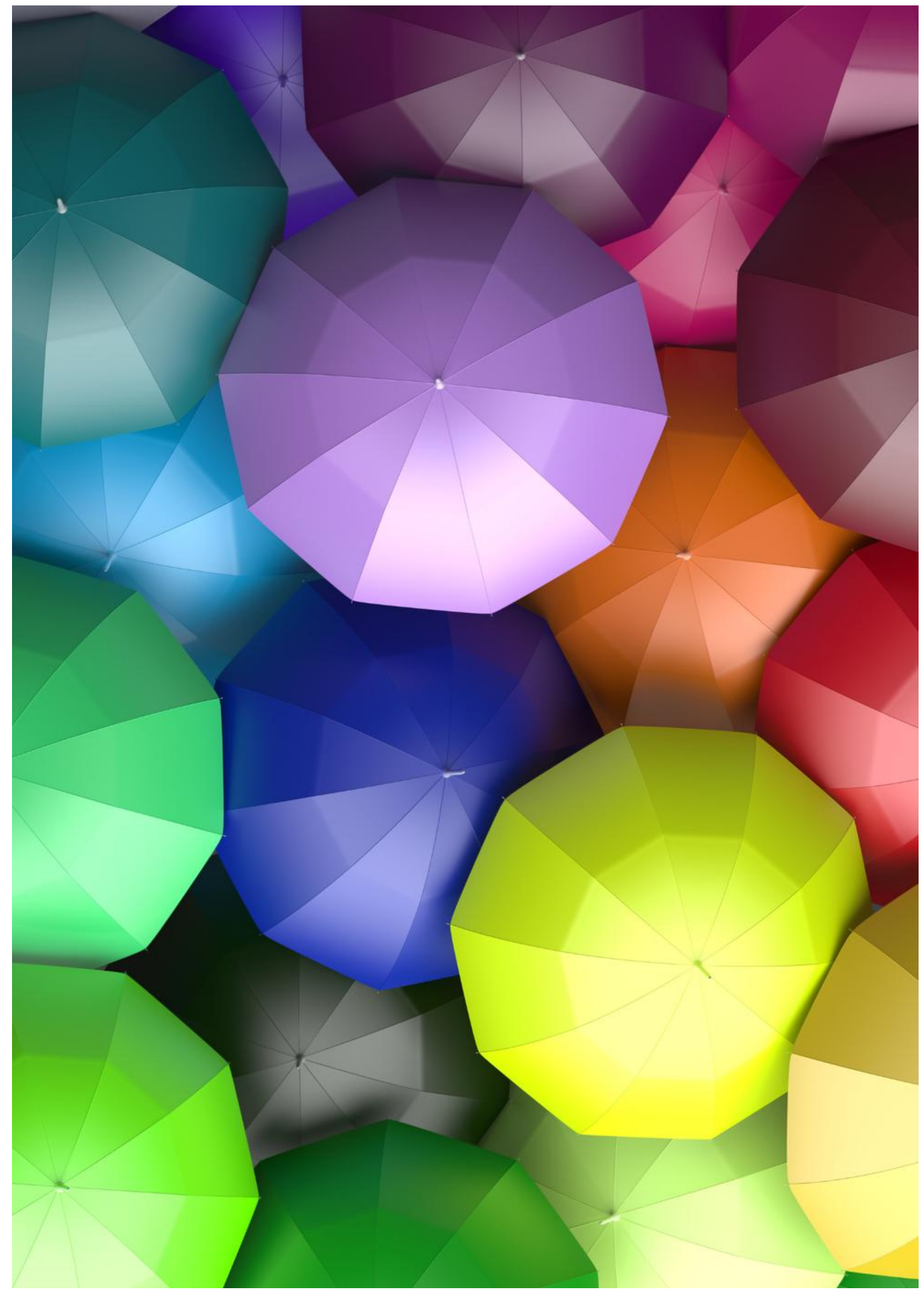
The future of work is not about more people.  
It's about fewer barriers.

“

Diversity is being invited  
to the party.  
Inclusion is being asked  
to dance.

”

Vernā Myers



“

**Join us on our mission  
to enhance HR value and advance  
company culture in Czech  
organizations.**

”



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