



Diversity company c/o LUB GmbH – Linguistische Unternehmensberatung, L9, 11, 68161 Mannheim

About LUB

LUB GmbH – Linguistische Unternehmensberatung is a hybrid of consulting and communications agency. We offer services related to language, text, and culture to support organizations on their path to greater (social) sustainability, connectedness, and knowledge diffusion. Founded in 2015 on the basis of Dr. Simone Burel's dissertation on the annual reports of DAX 30 companies, LUB now provides qualitative and software-based support for all text processes and communications: from management guidelines and gender-neutral job advertisements to sustainability reports. Our linguistic perspective helps clients gain a deeper understanding of their organization and achieve better results, because language shapes thinking and is the basis for human action in organizations.

LUB is a partner of the Fortbildung Baden-Württemberg networks.

Diversity company

The **diversity company** is a brand of LUB and offers scientifically based services related to diversity for companies, universities, and the public sector – for equal opportunities officers, diversity managers, and modern teams.

We use our proven approach of awareness – empowerment – change:

Our lectures, workshops, and diversity checks raise awareness of more than 10 dimensions of diversity. Regardless of gender, age, sexual orientation, skin color, or social background, with us, clients learn about multiple perspectives and new target groups. Together, we find suitable strategies and measures for vibrant organizational development.

Diversity company is the market leader in diversity consulting at German universities and was awarded the Impact of Diversity Prize in the STEM field in 2021.

About Fairlanguage

Fairlanguage has been part of LUB GmbH – Linguistic Consulting since 2023. Fairlanguage focuses not only on gender-neutral language but also on anti-racist and anti-ableist language.

The name says it all: we not only explain the advantages of inclusive writing, but also phrase texts in such a way that women, Black people, and people with disabilities are adequately included.

In addition to workshops, participatory formats, and our popular keynotes, we also offer C-level consulting and language guidelines for the entire organization. The brand stands for fairness: Fairlanguage. Inclusive language is fun, connects people, and also has many economic advantages.

