

LA CASA DE
CARLOTA
& friends
Medellín

GENDERLAB
multiplica igualdad

CMS
law·tax·future

Dione+

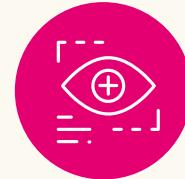
Advancing DEI in Latin America's
legal sector.

Strategic Diagnosis | The Starting Point for Dione+

WHY WE STARTED?



Held confidential interviews with clients from different jurisdictions and sectors.



Gained insights into client expectations regarding DEI and the role they expect from legal service providers.

- Recognised the need for a unified DEI efforts and impact across CMS in Latin America.

- Clients and talent increasingly expect law firms to lead on diversity and inclusion.



Partnered with **GenderLab** (Peru), specialists in addressing organisational gender gaps.



Conducted a comprehensive internal diagnosis in 2021, both locally and regionally.



Identified key areas for improvement and practical steps to move forward.

EXTERNAL

INTERNAL

OUTCOME



- Created a strong evidence base for our regional DEI Action Plan.
- Set the stage for creating Dione+, a regional initiative with a strong identity and inclusive purpose.

The Story Behind | Co-Creating with La Casa de Carlota

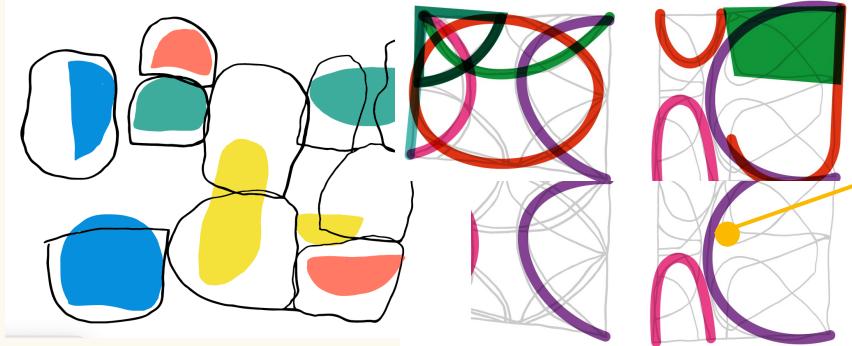
We needed more than a plan, we needed a message that moved people.



Dione+ was born: a name created in one of our first workshops, shaped by voices across CMS LATAM, senior and junior, legal and business.

More than a name: it's a statement of values: D stands for Diversity; I for Inclusion; ON is a call to action; E stands for Equity; and the + reminds us that we all contribute to building a more inclusive legal community.

We launched the campaign **#SeeBeyond** to challenge stereotypes and highlight the value of diverse perspectives, within our teams and alongside our clients.



La Casa de Carlota Medellín is a creative agency powered by neurodiverse talent (people with Down syndrome and autism) guided by expert communicators.

La Casa de Carlota designed the entire **visual identity** and creative universe of Dione+, ensuring every element reflected inclusion, creativity, and authenticity.

"For me, energy is the night... because that's when all the stars come out."
– Sebas, team member at La Casa de Carlota Medellín, in response to the question: "What does energy mean to you?"

Living Dione+ with our People and Clients

Trainings & Events (2021–2025)

- **"The Power of Diversity"**, creative workshop with *La Casa de Carlota Medellín*
- **"Unconscious Biases"** and **"DEI: Key Concepts"**, delivered by *GenderLab*
- **#EmbraceEquity Panel**, with clients and experts from *Interbank*, *Intercorp*, *Aleatica Perú*, *IRKON*, *Empower Me Now*
- **Second edition of "The Power of Diversity"**, with *La Casa de Carlota* and the *IBM LATAM Legal Department*
- **Internal DEI Talk**, led by *Gonzalo Smith*, General Counsel LATAM at *Falabella*
- **"Preventing Sexual Harassment"**, local workshops across CMS offices
- **"Bodymind Training"**, with *Meditation Law* and *Coherencya*
- **"Psychologically Safe Environments: The Key to Sustainable Success"**, with *Andare*
- **"Strategic Decisions: Mitigating Unconscious Bias"**, with the *NeuroLeadership Institute*
- **"Assertive Communication and Conflict Management"**, with *Nicole Perret - Gnosis*

<https://cms.law/es/per/sobre-cms/diversidad-equidad-e-inclusion>





Dione+ is now a podcast — ready to inspire!

We talk with business leaders who, in their own voice, share how diversity, equity, and inclusion (DEI) have shaped their journey and the cultural transformation of their organisations.

Dione+

Podcast

Available on

