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**Abstract**

Which changes for governance, higher education culture and HEI organisation result from making maximum use of the potential of diverse student biographies and experiences? What are the consequences of this feature, i.e. of a diversified student body, for organisational structures of academia, for strategic planning and for staff and administrative culture at a higher education institution? And how can a change management process which takes these issues on board be initiated? These matters have been explored by the author through practical counsel over several years

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and developed systematically by means of a programme 'Ungleich besser! Verschiedenheit als Chance!' under the auspices of the 'Stifterverband für die Deutsche Wissenschaft'. The results of this project presented here target at implementing strategies and measures which foster productive use of student diversity, and they indicate potential features of a diversity audit process for higher education institutions. (HRK / Abstract übernommen)