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Taking Action: Sustaining & Activating the Strategic Diversity, Equity and Inclusion Plan in YOUR Core Business Function

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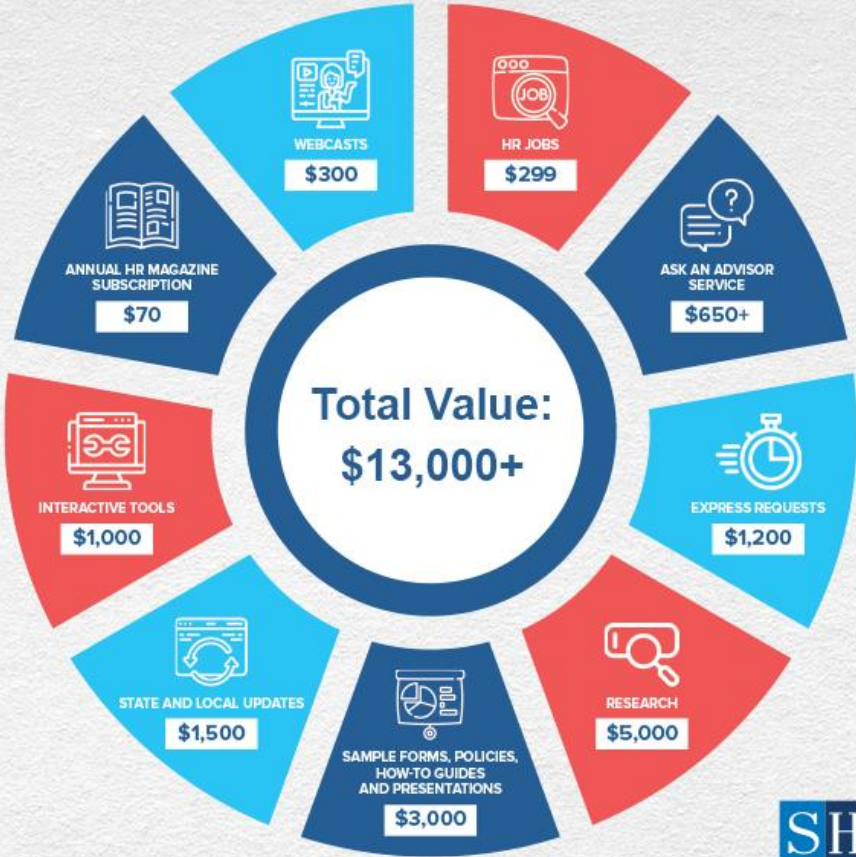
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Diversity, Equity & Inclusion



New DE&I Roles Spike After Racial Justice Protests

LEADERSHIP AND NAVIGATION | DIVERSITY AND INCLUSION



Massachusetts Designates Juneteenth as a State Holiday

EMPLOYMENT LAW | MASSACHUSETTS



SHRM Launches New Initiative to Help Achieve Racial Equity

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SHRM Research Finds Need for More Awareness, Understanding of Racial Inequality

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Driving Out Bias Should Start in the C-Suite

DIVERSITY AND INCLUSION



Guide to Developing a Strategic Diversity, Equity and Inclusion Plan



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Guide to Developing a Strategic Diversity, Equity and Inclusion Plan



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Onboarding



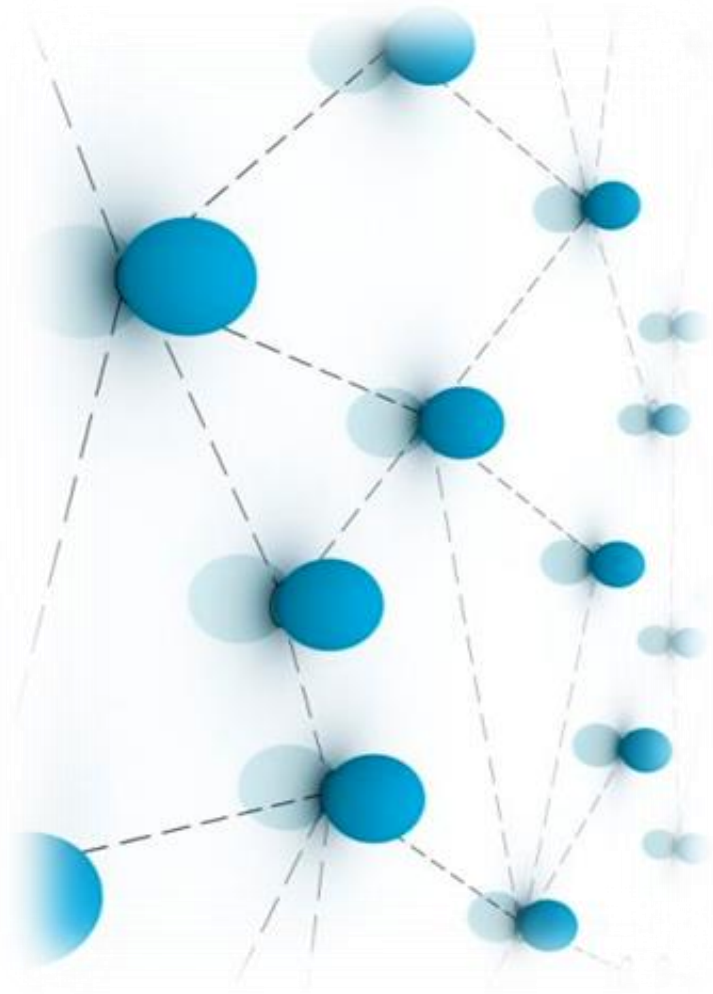


Onboarding





Onboarding



Connect

- Showcase affinity groups based on race, gender, sexual orientation, disability or culture.
- Consider working with relocation services that can also assist the employee's spouse/partner/family in their job search, a housing search, and other basic services for new residents.

Connect



Diversity Equity and Inclusion in Marketing, Advertising and Branding





Diversity Equity and Inclusion in Marketing, Advertising and Branding





Diversity Equity and Inclusion in Marketing, Advertising and Branding



64%



Diversity Equity and Inclusion in Marketing, Advertising and Branding



69%



Diversity Equity and Inclusion in Marketing, Advertising and Branding



74%

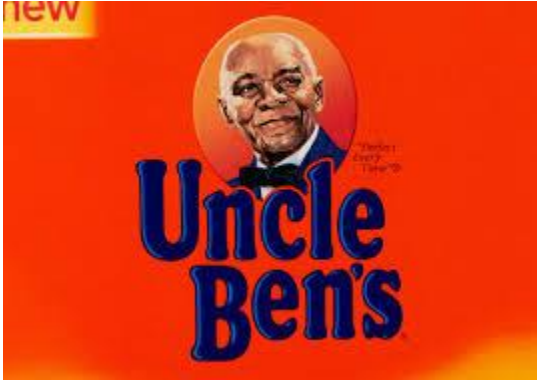


Diversity Equity and Inclusion in Marketing, Advertising and Branding





Diversity Equity and Inclusion in Marketing, Advertising and Branding





Diversity Equity and Inclusion in Marketing, Advertising and Branding

Rebranded logos





Diversity Equity and Inclusion in Marketing, Advertising and Branding

Additional Marketing Biases





Additional Marketing Biases





Diversity Equity and Inclusion in Marketing, Advertising and Branding

Establish company identity as an employer of choice





Diversity Equity and Inclusion in Marketing, Advertising and Branding



Black women executives who have recently left Wells Fargo



Diversity Equity and Inclusion in Marketing, Advertising and Branding



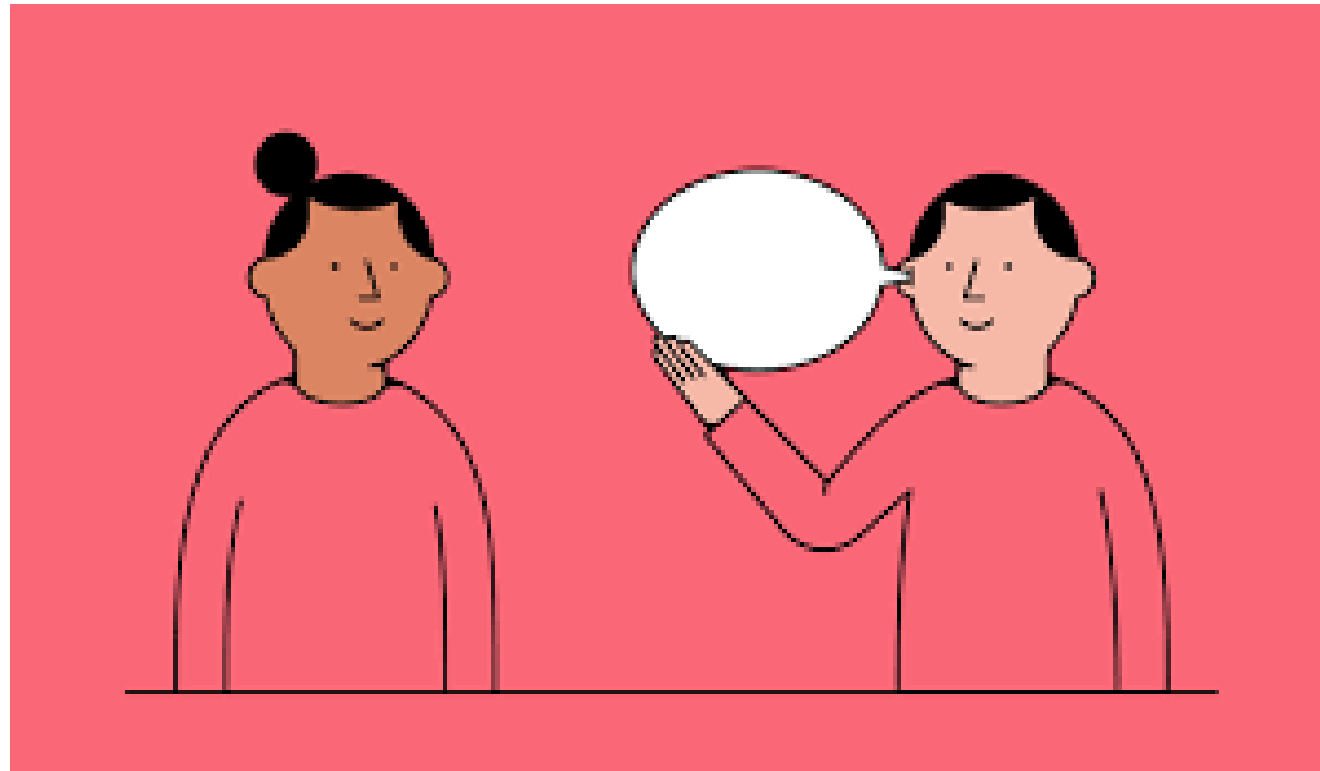


Diversity Equity and Inclusion in Marketing, Advertising and Branding





Diversity Equity and Inclusion in Marketing, Advertising and Branding



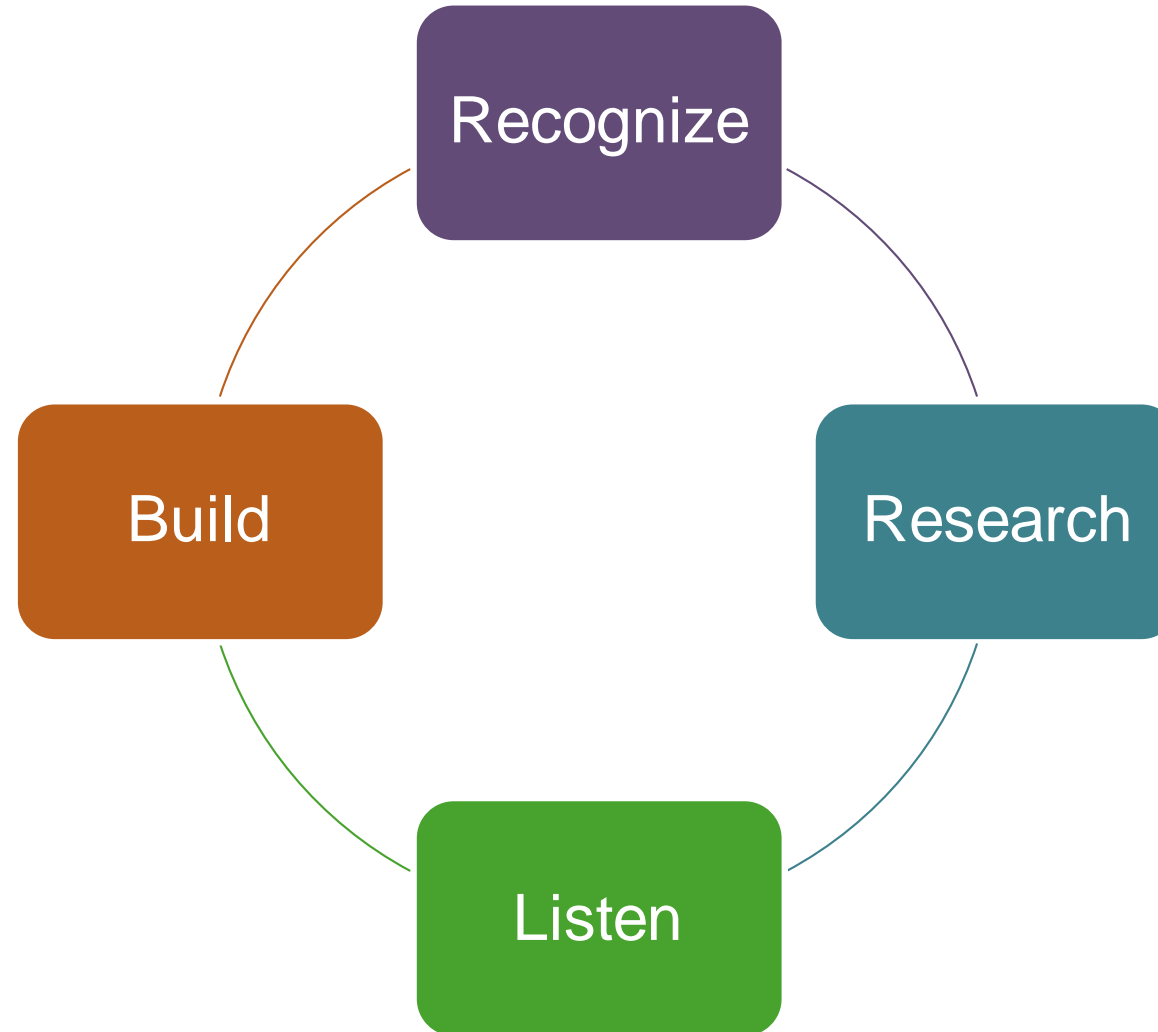


Diversity Equity and Inclusion in Marketing, Advertising and Branding





Diversity Equity and Inclusion in Marketing, Advertising and Branding





Strategic Alliances and Partnerships





Strategic Alliances and Partnerships



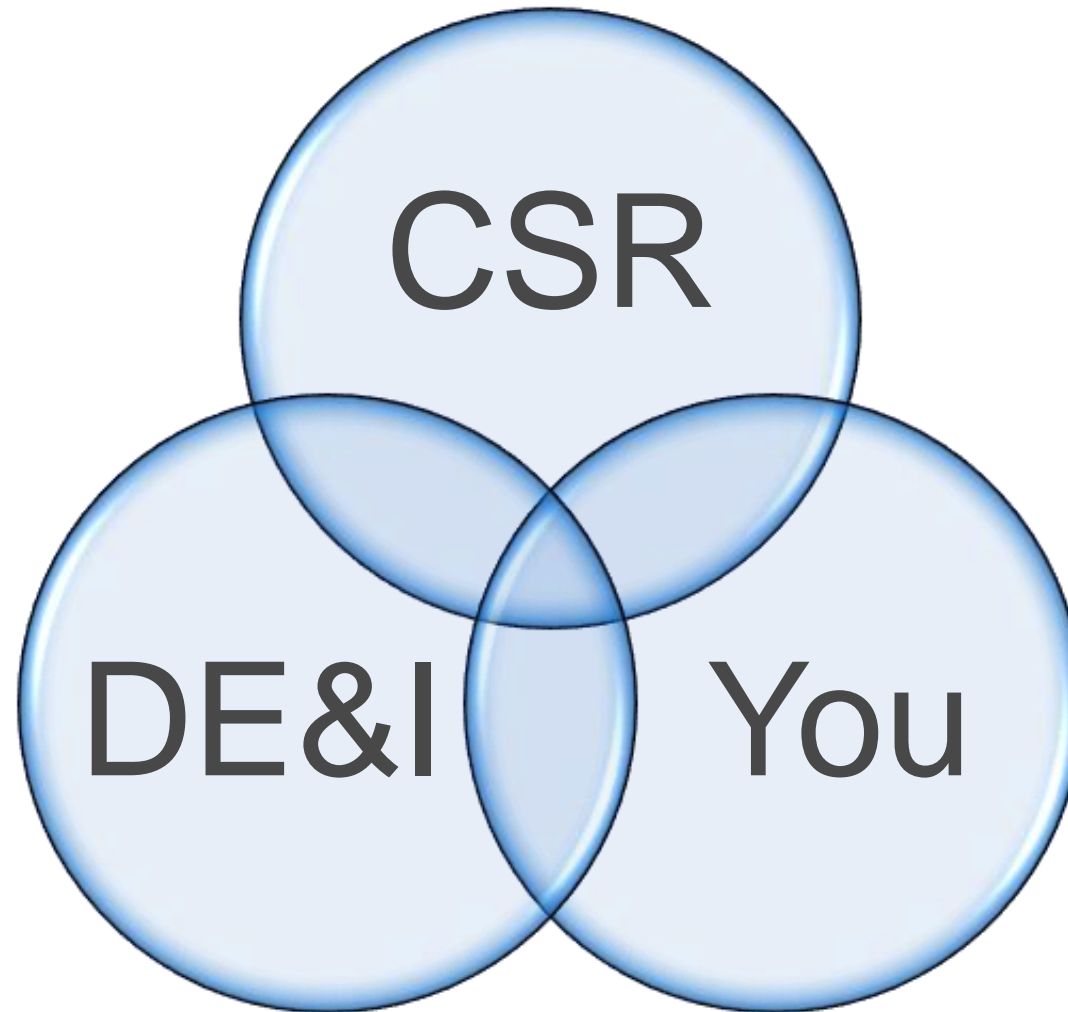


Corporate and Social Responsibility





Corporate and Social Responsibility



Measurement and Accountability

Figure 3: Bersin by Deloitte Diversity and Inclusion Framework



Source: Bersin by Deloitte, 2014.



Measurement and Accountability





Measurement and Accountability



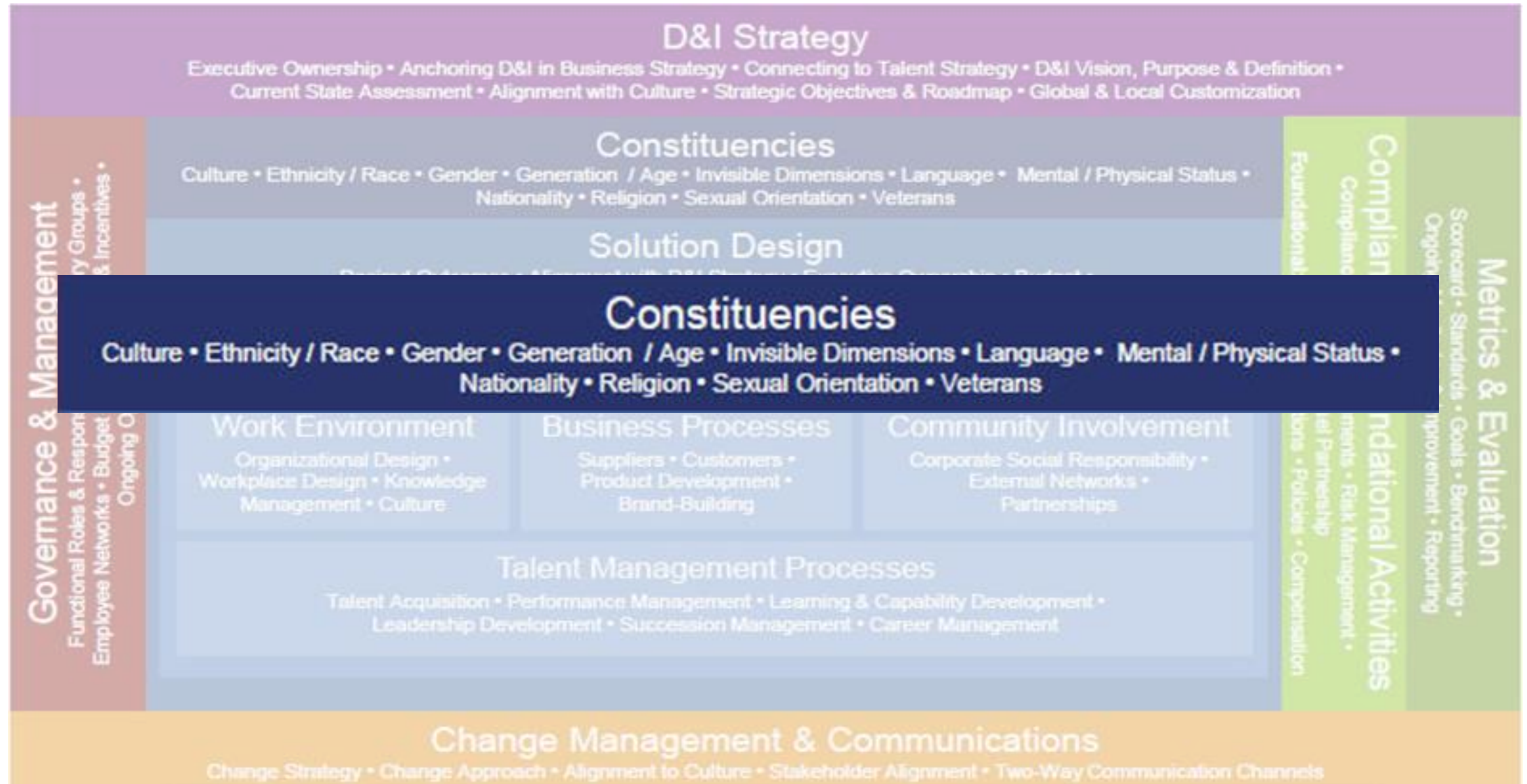


Measurement and Accountability





Measurement and Accountability





Measurement and Accountability





Measurement and Accountability





Measurement and Accountability






Measurement and Accountability





Measurement and Accountability

Example Metrics on Score Card

Examples of Measurements	Q# Results	Defined	Annualized Result or Trend	Evaluation Criteria	Status
On-Boarding	92%	New employees understand the organizational affinity groups, encourage new employees to join. Explanation of the Diversity Strategy Plan.	90%	Exceeds Expectations - 95% or higher Meets Expectations - 90% - 94.99% Needs Improvement - Below 89% OR Target Rates	Meets Or High Risk – Year 1
DE&I Recruitment and Sourcing	%	Organizational established goals on DE&I and recruiting targeting the underrepresented by category		Exceeds Expectations - 95% or higher Meets Expectations - 90% - 94.99% Needs Improvement - Below 89% OR Target Rates	Needs Improvement
Customer/ Member Experience	%	The goals of the strategic DE&I plan to ensure customers perceive your business as inclusive of their needs and the type of establishment with whom they want to do business.	%	Exceeds Expectations - 95% or higher Meets Expectations - 90% - 94.99% Needs Improvement - Below 89% OR Target Rates	\$\$\$ to increase if targets completed



Measurement and Accountability

Example Scorecard Categories

Measurement	Q# Results	Defined	Annualized Result or Trend	Evaluation Criteria	Status
Onboarding					
DE&I Recruitment and Sourcing					
Customer/ Member Experience					
Training & Development					
Communication					
Marketing, Advertising, & Branding					
Leveraging Employee Diversity					

EXAMPLE



Measurement and Accountability

Example Scorecard Categories

Measurement	Q# Results	Defined	Annualized Result or Trend	Evaluation Criteria	Status
Strategic Alliances and Partnerships					
Corporate Social Responsibility					
Supplier/ Vendor Diversity					

EXAMPLE

Q&A

***Questions?** Contact your SHRM
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