

**A ROADMAP FOR BUILDING YOUR OWN INNOVATIVE DIVERSITY,
EQUITY, INCLUSION STRATEGY
(Handout)**

Exercise 1 - Determine Your Organizations Company Focus

(circle one)

Cognitive Diversity or Diversity of Thought

Compliance/Affirmative Action

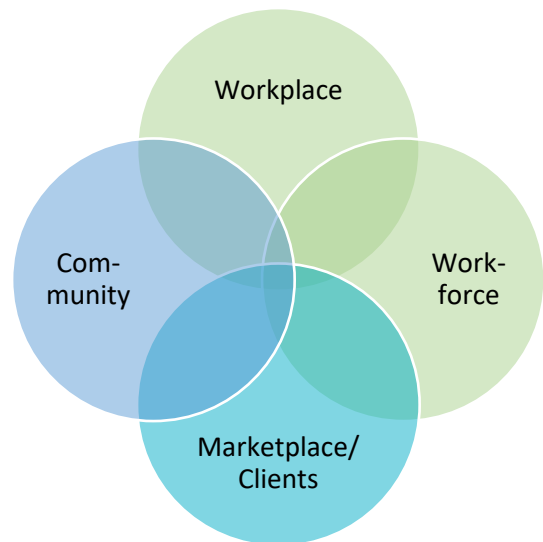
Broad definition of diversity (by dimension)

PLUS

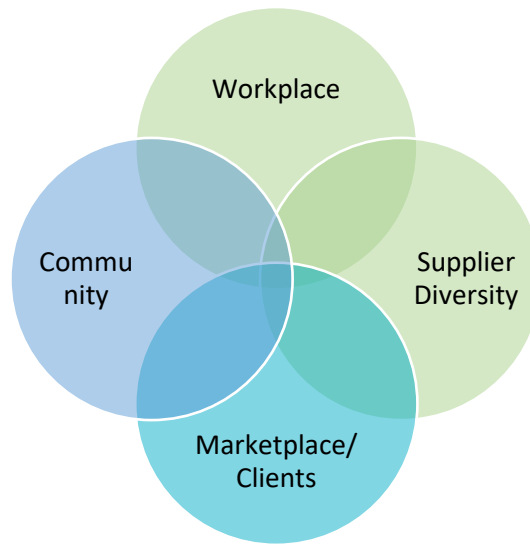
Equity

Belonging

Exercise 2 – Identify Your Key stakeholders or Your DEI Pillars



Exercise 2 (continued)



Exercise 3 – List of Interviewees

- 1. HR Centers of Excellence**

- 2. HR Partners**

- 3. ERG Leaders**

- 4. Former and Current D&I Team members**

- 5. Executives**

- 6. Formal D&I leaders**

- 7. Informal D&I Leaders**

8. Current and Past D&I SME's

9. Internal Comms

10. PR Comms

11. Who Else?

Exercise 4 – SWOT analysis

Strengths (internal)	Weakness (internal) Money Resources
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Opportunities (External)	Threats (External)
What awards?	Rise of Nationalism Globally Immigration Challenges Low unemployment/strong global economy

Exercise 5 – What companies or organizations should I benchmark and do comparative analysis

Competitors

- **Locally (talent)**

- **Industry (marketplace)**

SAMPLE QUALITATIVE QUESTIONS

All questions are in the context of diversity, equity, and inclusion.

1. What have we done well in our organization?
2. What are you concerned about right now?
3. Would you describe our culture as an affirmative action culture, a diverse culture, or an inclusive culture and why?
4. Who is doing a great job internally demonstrating inclusive leadership? Hiring diversity? Why?
5. If you had a magic wand what would be the 1st thing you would use it on in the organization?
6. What hasn't worked well in the past?
7. What external relationships have we had and currently have with diverse organizations?
 - a. Recruiting talent
 - b. From a community perspective
8. What organization externally would you consider a leader in the D&I space?
9. If you had access to all our diversity metrics what's the one hypothesis you would want to verify or validate?
10. Who else should I talk too?