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DONT DIY YOUR DEI:

How to Ensure DEI is a
Sustainable Strategic Priority



CELEBRATE > TOLERATE



Hi! I'm Antoinetta Mosley.

I am a **Courage Curator.**

I help **change agents** cultivate **equitable** and **inclusive** spaces that are *celebrated, not tolerated.*

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**DON'T DIY
YOUR DEI.™**

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DIY = Do it yourself

DEI = Diversity, Equity, Inclusion

Definitions

- **Diversity:** Recognizing the value of the perspectives of community members of varying backgrounds and identities including, but not limited to, culture, race, ethnicity, gender, age, religion, language, abilities/disabilities, sexual orientation, socioeconomic status, or geographic origin.
- **Equity:** Creating and supporting systems and behaviors that promote equality, fairness and justice.
- **Inclusion:** Creating an environment of equal access, belonging, respect, opportunity, and empowerment.



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Where are
you now?

Where is the
PEI field?



There's been a

71%

increase

worldwide in all DEI job listings in the last 5 years.



“ 94% of organizations took action steps to implement new practices to help create a more diverse, inclusive, and equitable environment, a 25% increase from 2020.

- McLean & Company
2021 HR Trends Report

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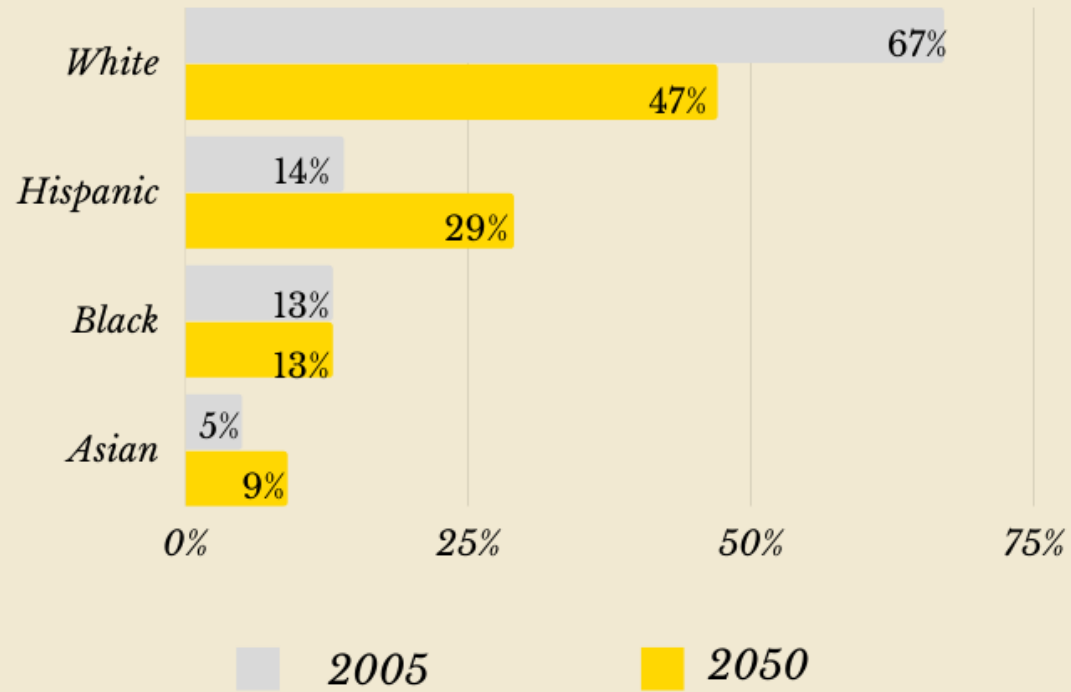


A diverse workplace is one of the main factors potential employees take into account when considering a job.

-Glassdoor Survey



U.S POPULATION PREDICTIONS 2005 TO 2050



U.S Census

Corporations that embrace gender diversity on their executive teams were more competitive &

21%

more likely to experience above-average profitability.





Companies with the most ethnically diverse executive teams are

33%

more likely to outperform their peers on profitability.



45%

of U.S. workers
experienced some
form of discrimination
or harassment in the
past 12 months.



-Gallup Poll

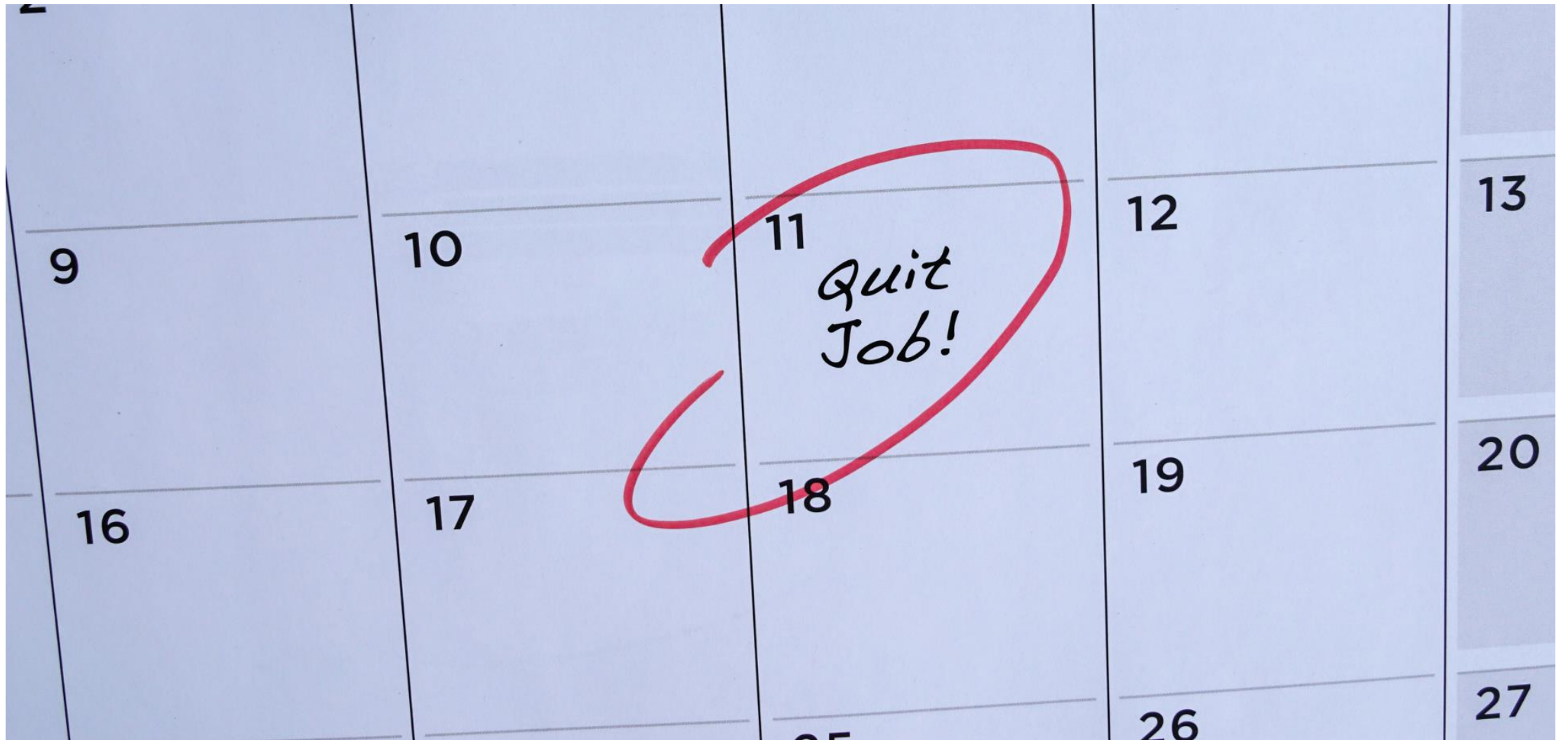
80%

of HR professionals view their company as "going through the motions" when it comes to DE&I. It isn't enough."

-Workhuman



Now
What?





PURPOSEFUL

PERFORMATIVE



**PROGRESS
AHEAD**

**Example:
Partner “A” in 2020**





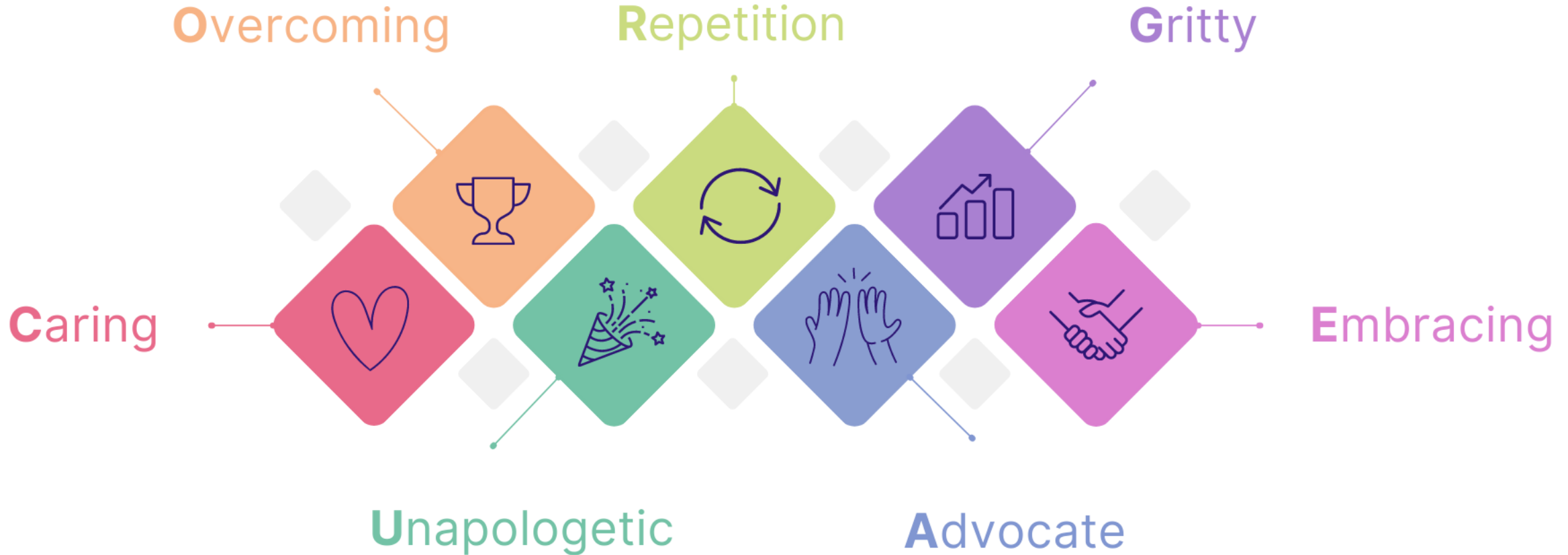
COURAGEOUS



COMMONPLACE

7 Attributes of Courage

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Ongoing
Commitment

Unified Ground Rules

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Safety Measures

What did you like most about the conversation?



- “The framing questions drew everyone out so that all could feel a part of the discussion.”
- “How we unpeeled various levels of the issue we face with candor and respect.”
- “That we could focus on both near-term things to get past the situation at hand while making commitments to a longer process involving both staff and board.”
- “Hearing from individuals about their own perspectives on the situation.”

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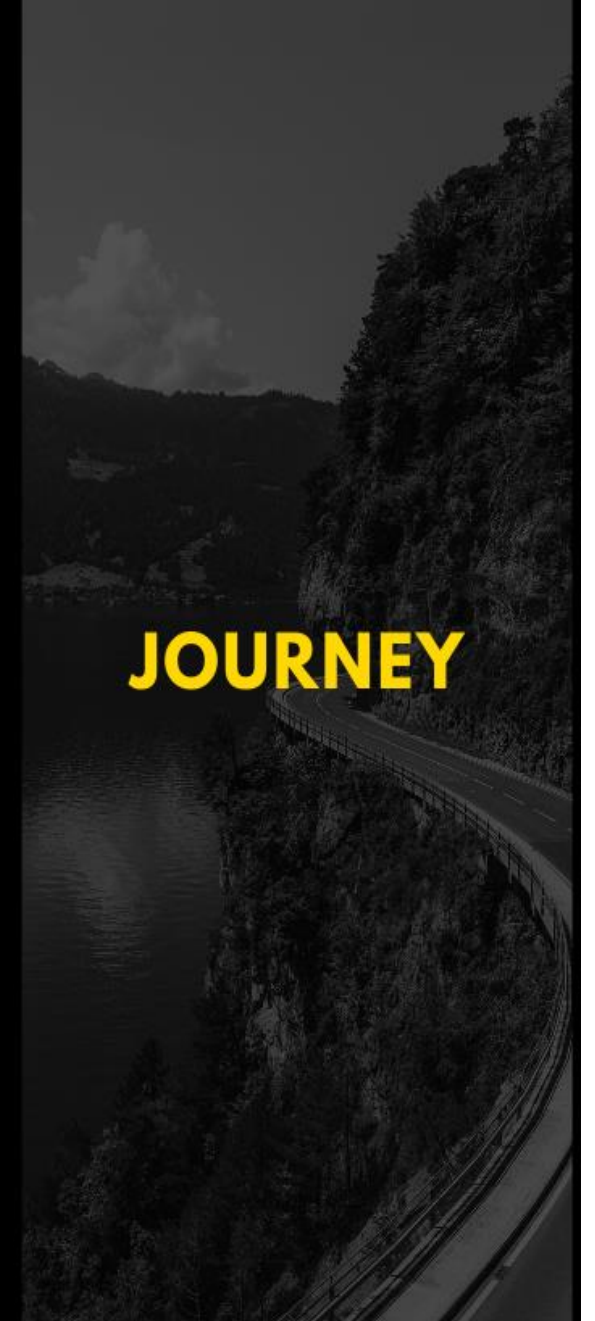
1. Prepare.

- Leadership affirms diversity, equity, and inclusion is a strategic priority.
- Challenge past beliefs and assumptions.
- Acknowledge that the process will be an ongoing journey.

LEADERSHIP

CHALLENGE

JOURNEY



2. Assess.

The Cultural Audit Phase

- Survey key stakeholders.
- Listen to key stakeholders.
- Review policies, procedures, and communications.

SURVEY

LISTEN

REVIEW



3. Commit.

- Prioritize next steps based on the cultural audit results.
- Strategic Planning.
- Educate stakeholders.

PRIORITIZE

STRATEGIZE

EDUCATE



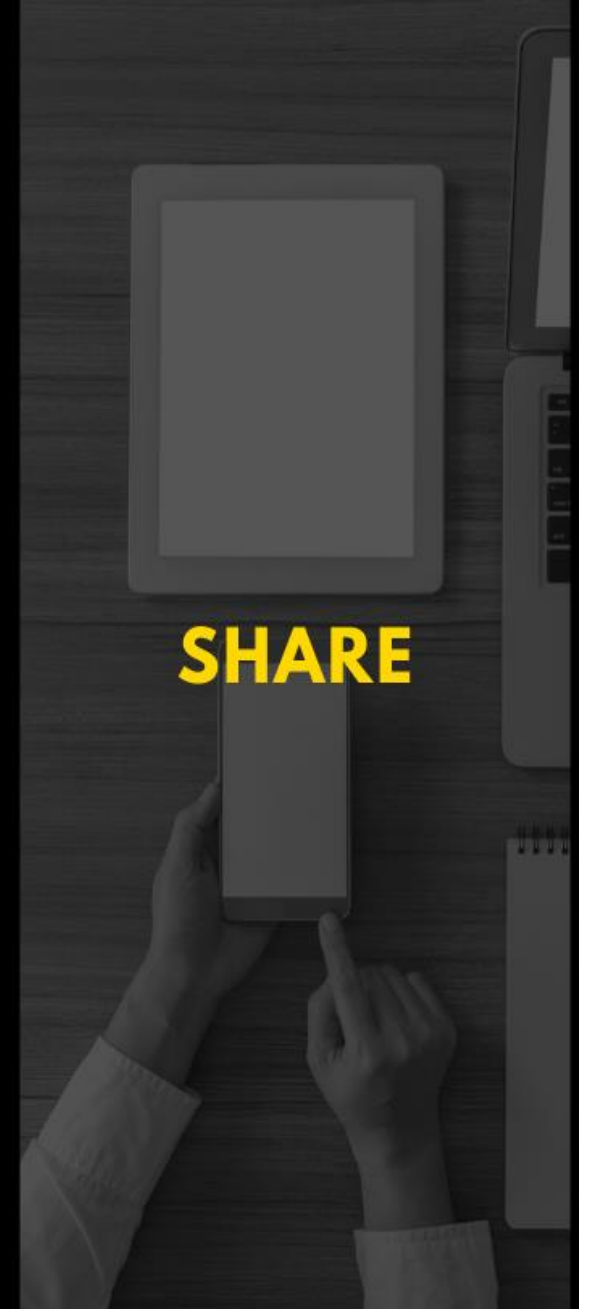
4. Execute.

- Track progress regularly.
- Measure results.
- Share results with internal and external stakeholders.

TRACK

MEASURE

SHARE



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4 THINGS TO CONSIDER



1. SET THE INTENTION

Mission and Scope



2. ESTABLISH GOALS

Objectives and Activities



3. DETERMINE STRUCTURE

Size, Roles, and Responsibilities



4. CLARIFY LOGISTICS

Meetings,
Communications,
and Finances

Prompt



MISSION

- What is your group's purpose?
- What are your responses to the following questions from Forbes?
 - a. What do we do?
 - b. How do we do it?
 - c. Whom do we do it for?
 - d. What value are we bringing?



SCOPE

- Who gave the group the power or right to form and to act? Was it leadership or a grassroots effort? In order to move forward, does this need to be (re)assessed?
- What power does the group have to take action, make or enforce recommendations?
- Is the group addressing an internal or external audience? Is the focus employees, the board, suppliers, clients, the surrounding community, or some combination? Does the group have the authority to address that audience?
- Are the members of the group receiving the education and training they need to be champions for the organization?



ORGANIZATIONAL STRUCTURE

- If you were to chart your group's structure, what relationships would you show between members? Are some members leaders of the group? Are there advisory members of the group?
- Will there be sub-groups or committees? If so, what are the focus and responsibilities of each? Are they headed by a leader or chairperson?
- How large is the group? Who's represented or can be a part of the group? Are all members of the organization welcome?
- Is there a selection process to become a member? Who will create the process and make selections?

Partner “A” in 2022





- “Without bypassing difficult conversations, indeed through them, IFL helped us lower the temperature of conflict between and among board and staff and raise our trust and mutual expectations.”
- “The Staff and Board members interact with each other on a more personal level now as a result of getting to know one another's stories; our DEI Committee is more structured and has increased in perceived legitimacy with Staff/Board members; the completion and approval of our DEI Action Plan is one of the most comprehensive I have ever had the privilege of being a part of (and I have been a part of many DEI organizational efforts)! The best part is that IFL will continue to be engaged with us during this first year of plan execution.”

Unlock Success for your Diversity, Equity, Inclusion Group

I Follow the Leader, LLC



TAKE ACTION

It's time for your DEI group to take strategic, measurable, sustainable action!

Whether your organization is starting a new group or looking to maintain momentum for an already formed group, this best practices guide will prompt you to ask critical questions to help you progress. We want you to unlock your group's greatest potential and thrive!

Leaders,

Do your work!



Affirm that diversity, equity, and inclusion is a strategic priority.



Commit to challenging past beliefs and assumptions.



Acknowledge that the process will be an ongoing journey.

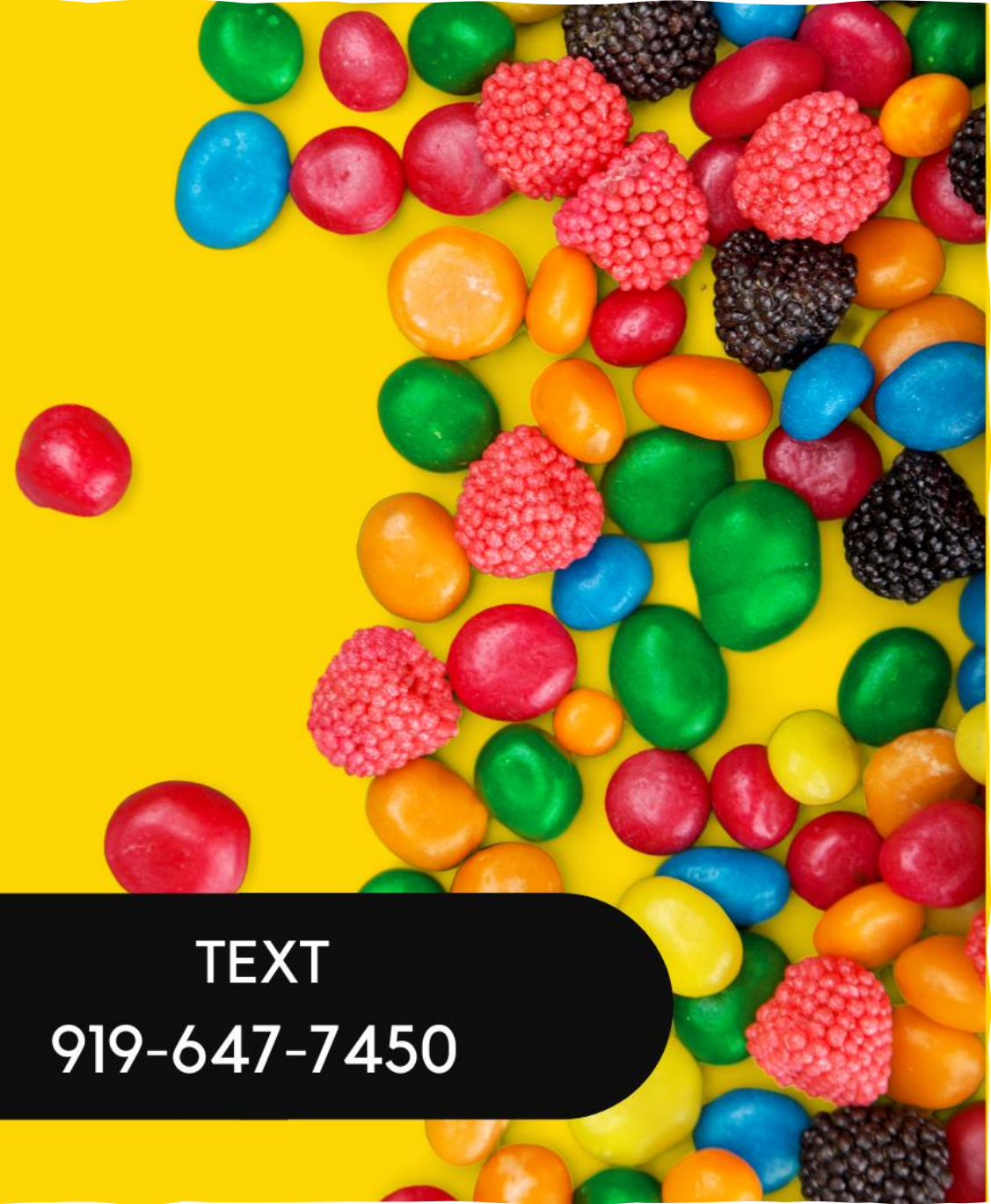


Be willing to challenge personal biases and wrestle with the hard realities of inequalities.



Have "courageous" conversations.

COURAGE
CANDY
COURAGE
CANDY
COURAGE
CANDY



TEXT
919-647-7450



Courage Candy

If you don't have a **clear vision**,
prepare for a lot of **collisions**.

Antoinetta Mosley | @couragecurator

Text 919-647-7450 to receive daily #couragecandy





Courage Candy  

Knowing your **vision** leads to
laser **focus** and **precision**.

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Courage Candy

The **largest tree in the world**- a giant sequoia tree in CA stands at 274.9 ft! It's estimated that sequoias only grow about 2 ft per year.

Don't stop **sowing & growing**. Consistency **wins** in the end.

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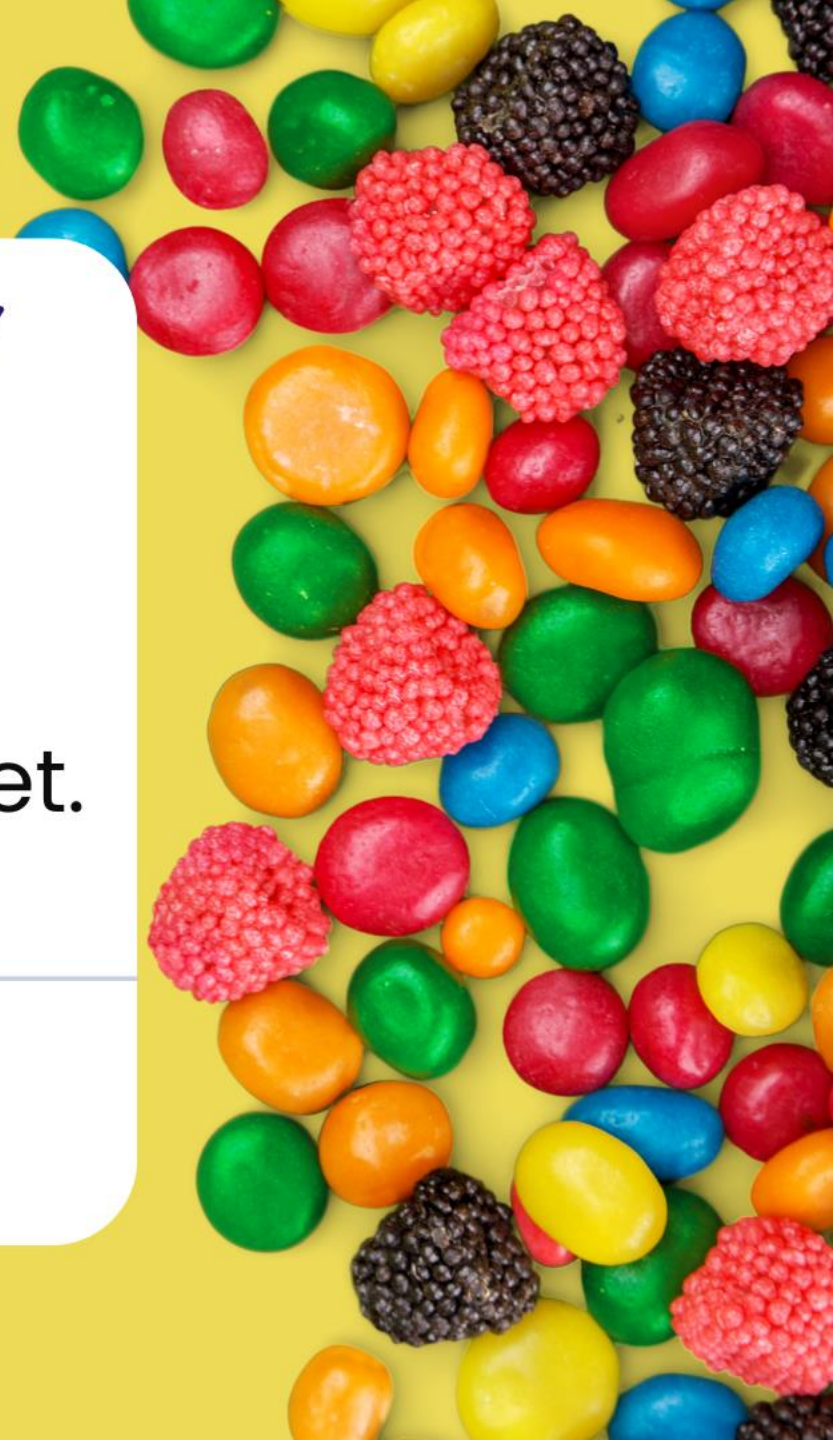




Courage Candy

When DEI is a **strategic priority**,
it will have a line item on the budget.

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Courage Candy



Your stakeholders deserve to feel
celebrated, not tolerated.

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STOP

START

WITHIN THE NEXT MONTH

CONGRATS!


You are part of the solution.
Your presence and willingness to
learn is a positive step along the
journey.

Keep taking actionable steps and
remember the commitments
you have made.



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RAFFLE CLOSES 12 PM PT 10/3

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- 1) Feedback survey
 - 2) Courage Candy

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CEO, ANTOINETTA MOSLEY

Thank you!

Scan the QR code to connect with us.



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Do you want to learn more about Diversity, Equity, & Inclusion?

- Take [a quiz](#) to see what level of the [DEI P.A.C.E. Progress Scale](#) your company is currently on and potential next steps.
- Review the [DEI P.A.C.E. Progress Framework](#).
- Watch or listen to [episodes](#) of “Conversations with I Follow the Leader.”
- Read our [blog](#) for DEI resources, recommendations, and data.
- Stay connected with us! [Subscribe](#) to our newsletter to receive regular DEI content in your inbox.

Are you looking for a firm to help your organization progress on your DEI journey?

- Review our [consultation services](#).
- View recent [clients](#) and read [testimonials](#).
- Email us at info@ifollowtheleader.com to schedule a needs assessment call to discuss alignment for a potential partnership.



The firm people hire when DEI is Purposeful vs. Performative.

I Follow the Leader advances Diversity, Equity, & Inclusion (DEI) initiatives within organizations through strategic engagements, customized initiatives, and best practice education. We move organizations along their DEI journey, teach them best practices relevant to today's workforce, and help them integrate DEI into their overall culture to help increase profitability, creativity, and innovation and decrease dissatisfaction, burnout, and turnover.

Since being founded in 2016, I Follow the Leader has engaged thousands of professionals on DEI related topics. CEO and Principal Leader, Antoinetta Mosley is a Certified Diversity Professional (CDP)[®] and DEI champion adept in leading change management. Our consultants aka Leaders work with a wide array of stakeholders across small businesses, nonprofits, universities, and large enterprises.

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