

I Follow the Leader, LLC

Diversity, Equity, & Inclusion Reccomendations

Time for Action.

We are here to strategically guide you further along the diversity continuum. This booklet will give you an overview of why immediate action is critical and provide you with resources for long term sustainability.



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DEI Recommendations Booklet
Created by: I Follow the Leader, LLC



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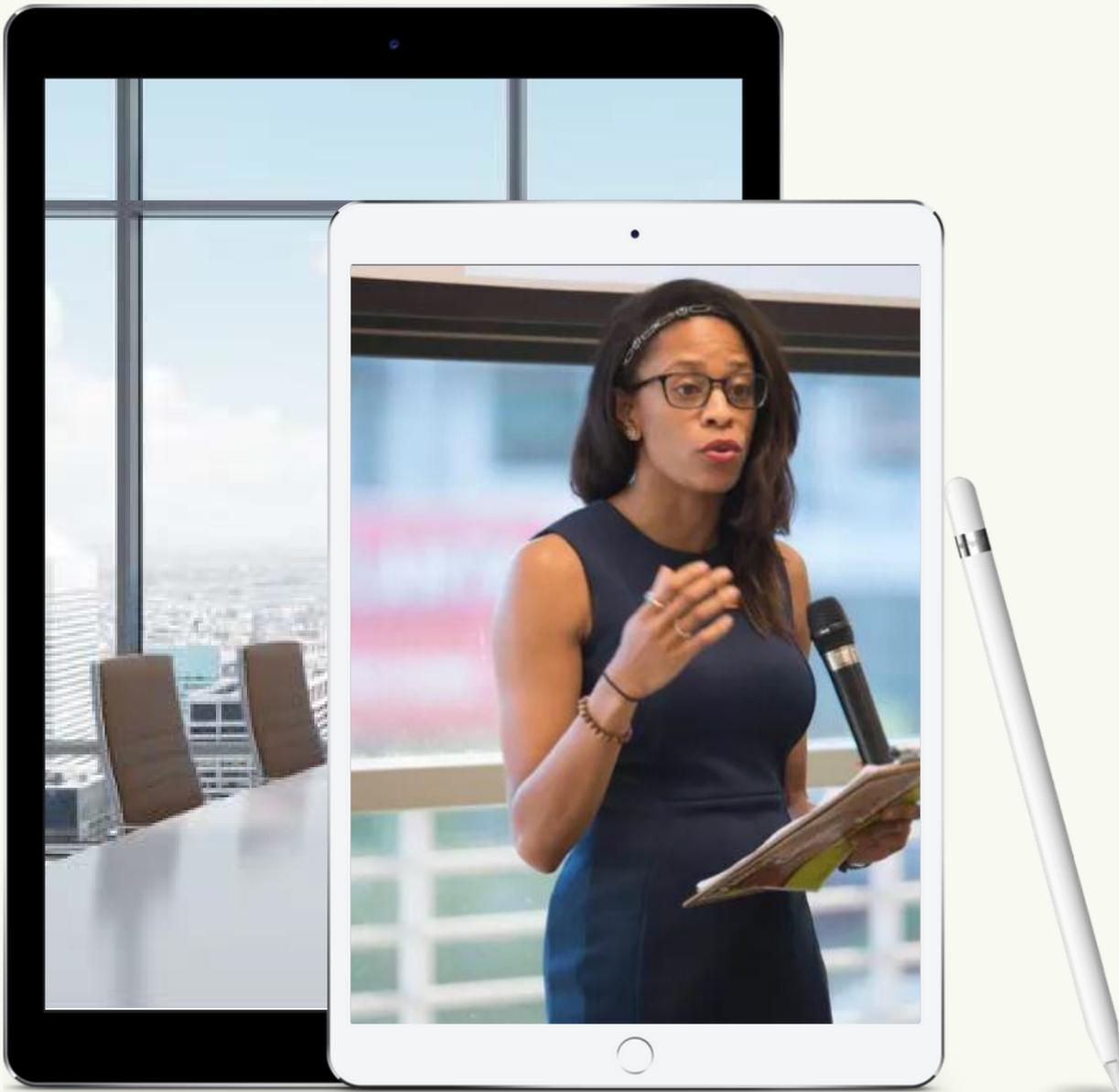


Message from Principal Consultant & Certified Diversity Professional. Antoinetta Mosley

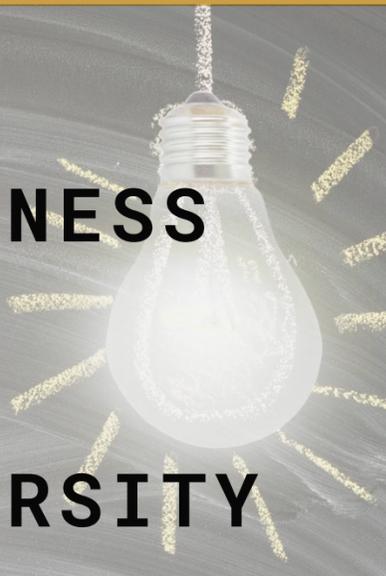
To move further along the diversity continuum, strategic action must be taken. While the journey will take time, it is necessary if we want our workplaces to be diverse, equitable, and inclusive spaces where every employee, leader, supplier, customer, and stakeholder feels a sense of belonging. To remain competitive as the workforce continues to become more diverse, diversity, equity, and inclusion must be strategic priorities valued by leadership.

Warm Regards,
Antoinetta

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THE BUSINESS CASE FOR DIVERSITY



Having a diverse, equitable, and inclusive workforce has been proven to lead to innovation, profitability, higher retention rates, and higher job satisfaction. As the population and workforce continues to become more diverse, it is critical that DEI initiatives are a strategic priority.



DIVERSE WORKPLACE

According to a survey done by Glassdoor, "a diverse workplace is **one of the main factors** potential employees take into account when considering a job."

WOMEN

"Higher representation of women in C-suite level positions results in **34% greater returns** to shareholders."
-Fast Company

INNOVATION

"A Boston Consulting Group study found that companies with more diverse management teams have **19% higher revenues** due to innovation."

"Companies with "two-dimensional" diversity are **45% more likely** to report that they had captured a larger portion of the market and **70% more likely** to have entered into a new market in the past year." -HBR

DEMOGRAPHIC SHIFTS

"From 1980 to 2020, the minority portion of the workforce is projected to **double** (from 18% to 37%), and the Hispanic/Latino portion is projected to **almost triple** (from 6% to 17%)."
-U.S Census Bureau

HARASSMENT

"**45%** of U.S. workers experienced some form of discrimination or harassment in the past 12 months," according to a Gallup poll.

MILLENNIALS

"By the year 2025, 75% of the global workforce will be made up of millennials - which means this group will occupy the majority of leadership roles over the coming decade."
-Inc.com

Millennials are **16% more diverse** than Baby Boomers.

PROFITABILITY

"McKinsey's most recent Delivering Through Diversity report found corporations that embrace gender diversity on their executive teams were more competitive and **21% more likely** to experience above-average profitability. They also had a **27% likelihood of outperforming** their peers on longer-term value creation. Companies with the most ethnically diverse executive teams are **33% more likely** to outperform their peers on profitability."



Diversity Equity, & Inclusion Workplace Checklist

Leadership affirms DEI is a strategic priority

DEI survey distributed to staff/board

DEI Benchmark analysis

DEI S.W.O.T analysis

Review survey and analysis data

Schedule DEI training

Form a DEI working group

Create a DEI statement

Develop measurable DEI objectives

Create a 1-2 year DEI action plan

Diversity, Equity, & Inclusion (DEI) Roadmap

It's time for strategic action!

I Follow
the Leader
Strategic Consulting

1

Leadership affirms DEI initiatives are a strategic priority.

2

Cultural Audit conducted by an outside firm.

3

Based on audit results, priority action steps developed and launched.

4

Develop a DEI statement to guide initiatives.

5

Form a DEI group/ task force to help lead initiatives.

6

Develop a Strategic DEI plan.

7

Begin executing the plan, measure results, pivot when needed.

DEI Roadmap Descriptions



CULTURAL AUDIT

The purpose of a DEI cultural audit is to assess the companies culture. Elements of the audit may include an all-staff survey, conducting focus groups, and interviewing stakeholders to gather historical data. If it is a companies first cultural audit, the data will provide essential data for benchmarking.



WORKING GROUP/ TASK FORCE

An internal or external DEI working group or task force can help a company execute initiatives and provide oversight. Groups can be a powerful resource for HR and diversity officers if their purpose is strategic and determined in advance.



STATEMENT

The DEI statement articulates a companies commitment to DEI and goals. It is a tool for internal and external stakeholders. Similar to a mission or vision, the statement should be action-based and guide initiatives.



STRATEGIC ACTION PLAN

Creating a 1-2 year DEI action plan will help guide efforts. The plan should have measurable goals and objectives and be reviewed often. The plan should complement overall business objectives and be communicated to stakeholders.

Diversity, Equity, & Inclusion (DEI) Initiatives

Common Pitfalls



1

DEI strategy does not move past brainstorming and idea generation phase.



2

DEI initiatives selected without key stakeholders input.



3

Training not customized based on the organization's mission and goals.



4

DEI plan becomes a static document.



5

Progress on objectives not tracked or measured.

Measurement

The goals, objectives, and initiatives outlined in the DEI Action Plan must be consistently measured to achieve long term success. Collaboration across departments, regions, and systems will be essential.

- Establish a baseline.
- Ensure goals are SMART.
- Develop targets.
- Communicate accomplishments regularly.
- Use data to provide business solutions and coordinate initiatives.

"What gets measured, gets managed."

-Peter Drucker



Time to Take Action



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