

CREATING A GREAT PLACE TO WORK FOR EVERYONE

The purpose of this strategic diversity, equity and inclusion (DE&I) management is to help an organisation intentionally make the most of its diversity by creating an inclusive, equitable and sustainable culture and work environment. Workplace diversity is the composite of differences and similarities that include individual and organisational characteristics, values, beliefs, experiences, backgrounds, preferences, behaviours, disability and sexual orientation.

To determine the need to create or revise an existing DE&I plan, review the following:

General Questions to Consider	Recommended Action Steps
<ul style="list-style-type: none"> • Do we already have a strategic DE&I? 	<ul style="list-style-type: none"> • If there is a plan in place, review the components below to evaluate its effectiveness.
<ul style="list-style-type: none"> • Plan, what are the key elements of the strategic DE&I? 	<ul style="list-style-type: none"> • Conduct a gap analysis to understand your specific areas of focus.
<ul style="list-style-type: none"> • Is the strategic DE&I plan needed? 	<ul style="list-style-type: none"> • Assess interest level in strategic DE&I plan and identify individuals with the greatest and least level of interest.
<ul style="list-style-type: none"> • What are the diversity objectives and goals? 	<ul style="list-style-type: none"> • Include individuals with the greatest level of interest and create an awareness to those with the least level of interest.
<ul style="list-style-type: none"> • Who, within the organisation are the beneficiaries of the strategic DE&I plan? 	<ul style="list-style-type: none"> • Identify and evaluate goals and outcomes.
<ul style="list-style-type: none"> • What are timelines to develop, implement and evaluate the strategic DE&I plan? • Who are to be involved in the strategic DE&I plan? 	<ul style="list-style-type: none"> • Develop an awareness plan for those identified as key stakeholders.

When developing a DE&I strategic plan, the following components should be aligned to work with an organisation's overall strategy.

- **Business Case for DE&I.** A successful strategic DE&I management plan is one that is relevant to an organization's mission, vision and business objectives.
- **Commitment from the Top.** Top management (CEO, board of directors, executive team, etc.) should provide support to people who are to eventually implement the plan and be actively involvement in the process.
- **Vision, Mission and Strategy.** These provide a roadmap to foster diversity and inclusion through focusing on the “where, what, when, why and how” of a strategic DE&I management plan.
- **DE&I Recruitment and Sourcing.** DE&I recruitment means companies recruit individuals with a collective mixture of differences and similarities that include individual characteristics such as cultural background and ethnicity, age, gender, gender identity, disability, sexual orientation, religious beliefs, language and education to intentionally create a workforce that reflects the diversity of the community we serve.
- **Employee Retention.** Retention is often framed as a key economic driver for DE&I efforts because it costs an organization a significant dollar amount when an existing employee and or intelligent capital must be replaced through recruitment.
- **Training and Development.** Training and development includes activities designed and implemented to ensure that all employees are equipped skills, knowledge, and competence capable of improving employees' ability to create a work environment that is diverse, equitable and inclusive.
- **On boarding.** This is one of the first opportunities to make a new employee to an organisation or location feel welcome and comfortable sooner rather than later.
- **Communication.** DE&I communication should include and demonstrates the commitment of the organisation to a diverse, equitable and inclusive workforce and a diverse clientele base.
- **Marketing, Advertising and Branding.** Many organisations have discovered that employee diversity, equitability and inclusiveness of the work environment can be used as differentiators in the marketplace to unlock the value that diversity brings to the business.

- **Leveraging Employee Diversity.** This refers to building and then making use of a workforce that is more diverse and more equitable and inclusive through addressing the needs of a contemporary workforce, maximise talent and embrace the use of technology and innovation
- **Strategic Alliances and Partnerships.** These are formal relationships between two or more entities who remain independent but working together to achieve a specific goal or to strengthen an element of the DE&I strategy.
- **Corporate Social Responsibility.** Corporate social responsibility (CSR) and DE&I can be thought of as overlapping circles; the two functions share many of the same goals, and oftentimes one activity or effort will meet the needs of both functions.
- **Customer/Member Experience.** This is customer care experienced by both internal and external customers when visit business places or interact with employees, products or services.
- **Supplier/Vendor Diversity.** This is an integral part of any organisation's DE&I program that seeks to promote DE&I outside the business premises by doing business with a variety of suppliers and vendors.
- **Measurement and Accountability.** This refers to the tools used to evaluate if DE&I strategy had achieved the desired results, and if not, what and who will be responsible for taking the corrective actions to achieve the desired results can be achieved.