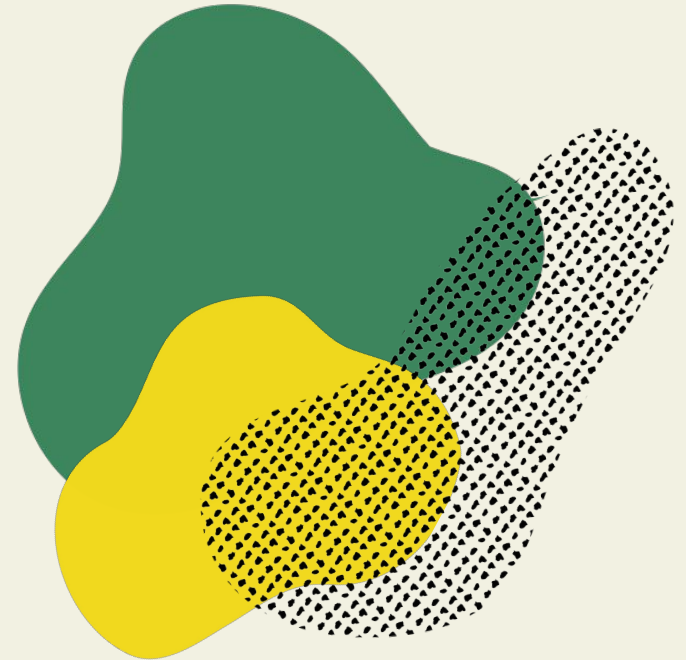


# How to create a sustainable DEI strategy?

**Inklusiv community member event**

Nov 23rd, 2022



# THE JOURNEY TO CREATE SUSTAINABLE DEI CHANGE

*To achieve the best results and impactful change we recommend following these stages.*

## 1 Awareness to create grounds for change

- Leadership commitment
- Awareness building
- Open dialogue

## 2 Discovery to identify areas of action

- Employee demographics data
- Employee perceptions and feedback
- Evaluation of policies and practices

## 3 Planning to decide on focus areas

- DEI strategy, vision and goals
- DEI roadmap (priorities, actions and KPIs)
- Ownership and task forces

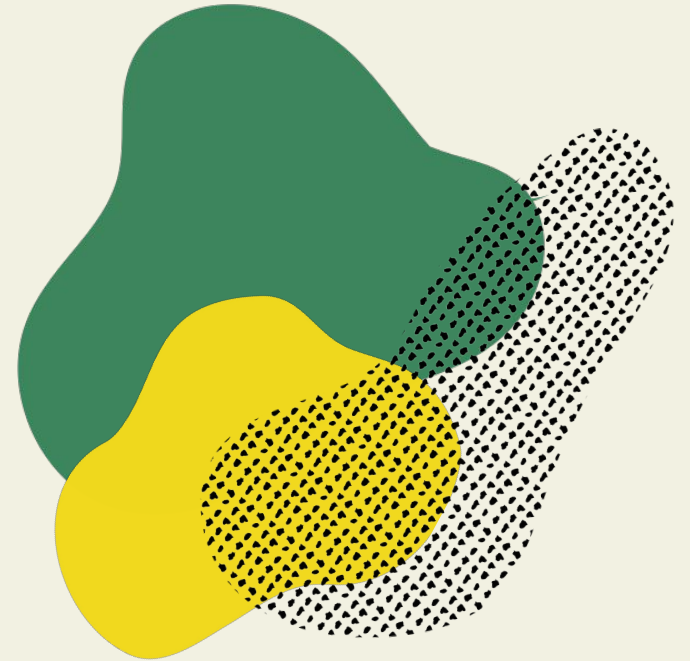
## 4 Execution to drive results

- Implementation of projects and initiatives
- Target group training and workshops
- Providing support and coaching

## 5 Continuous development to sustain change

- Accountability of results and acknowledgement of success
- Measure impact and progress
- Identify further opportunities and update plan

# Step 1: Build awareness to create the grounds for change



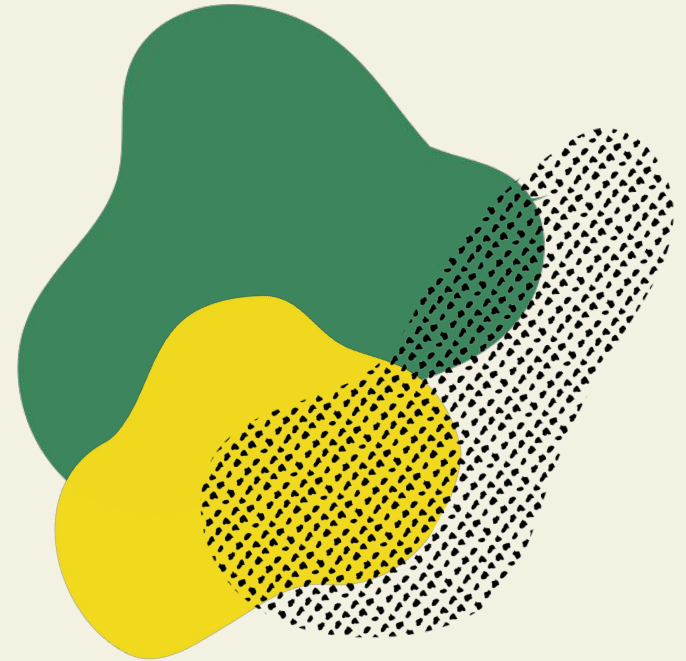
## Successful awareness raising happens on multiple levels

**#1:** Awareness of why DEI is important and why changes are being introduced

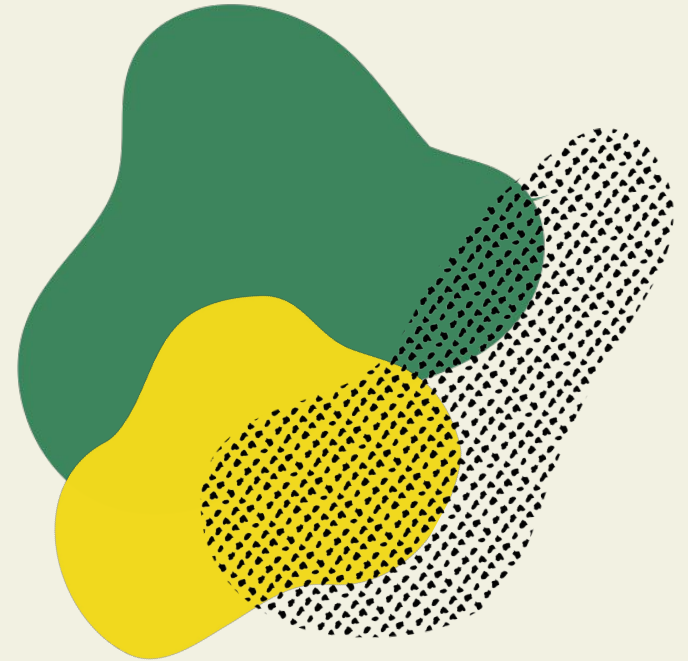
When awareness is achieved we hear:

“I understand why...”

Awareness of DEI must be enhanced among all individuals, at all levels of the organization



## Step 2: Identify areas of action



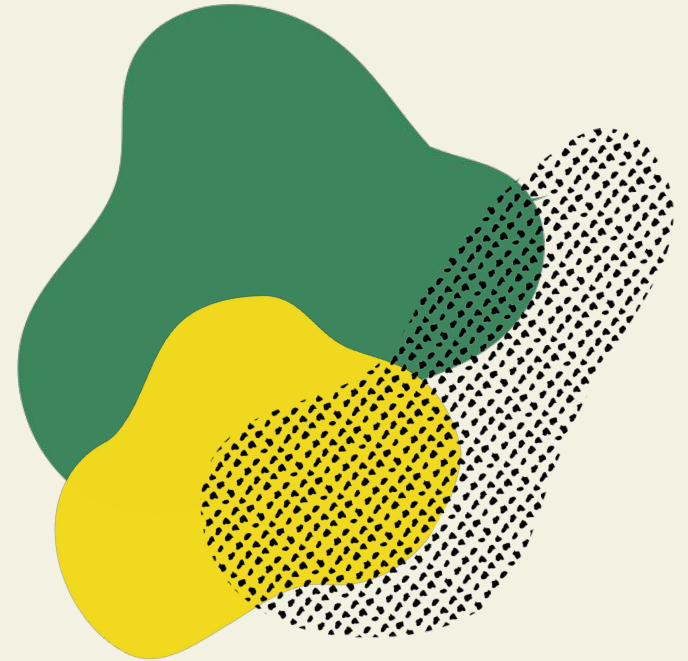
## 5 reasons to collect DEI data



1. Clarify what your priorities are
2. Show commitment to advancing DEI
3. Improve your understanding of the experiences of different employee groups
4. Identify your strengths and weaknesses
5. Enable the tracking of your progress against DEI goals and objectives

Source: Crescendo (2022)

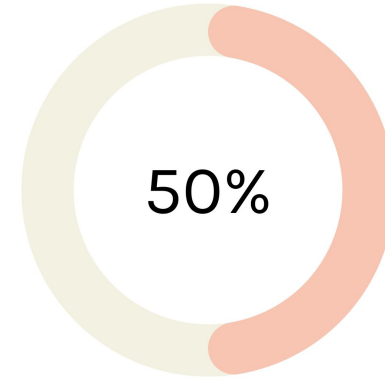
## Step 3: Decide on focus areas





## Create an action plan, and talk about it

- Companies must lay the groundwork for DEI by clearly defining the strategy and the business value that will be created
- Currently, diverse respondents see their company's DEI actions as insufficient in comparison to normative respondents



Only half of the Finnish employees surveyed reported they have a clear understanding of their company's DEI strategies and objectives

## STAGE 4: EXECUTE TO DRIVE RESULTS

### Driving results

1. Implementation of projects and initiatives
2. Target group training and workshops
3. Providing support and coaching

## 5 steps to get started in your DEI work

1

Raise **awareness and understanding**

2

**Measure Diversity & Inclusion**

3

Create a **strategy** around DEI with clear goals and timeline

4

Review **policies and processes**

5

Be inclusive with your **branding and communication**

## STAGE 5: CONTINUOUS DEVELOPMENT

### **Sustaining change**

1. Accountability of results and acknowledgement of success
2. Measure impact and progress
3. Identify further opportunities and update plan

## Key points from the presentation

1. The five stage model to create sustainable DEI change consists of awareness, discovery, planning, executing and continuous development.
2. Lots of organizations are either in one stage or very often jumping from one stage to another
3. The first stage is the building **awareness** to create the grounds for change. If you don't know what you want to do, it is impossible to create actual actions. So, you want to know why DEI is important and why these changes are introduced.
4. The second stage is identifying or **discovering** different areas of actions that organisations can take to create the change. This can be done by collecting various DEI data through different measures.
5. The third stage is about **planning** to decide on the priority areas that we want to focus on. Similarly, ensuring that DEI is implemented throughout the organisation like customer experience, service developed or other critical function areas of the organisation instead of only in HR or communications.
6. The fourth stage is about **execution** to drive results. So, implementation of different projects and initiatives that drives the DEI changes within the organisation.
7. The fifth stage is about **continuous development** to sustain the change. How can you constantly identify new areas to focus on and be ready to update and iterate the plan as you go by in your DEI journey.

## Key points from group discussion

Attendees were divided into 2 groups and had two different questions to discuss on.

1. What stage is your organization on Inklusiiv's five stage model?
2. Which are the biggest priorities with regards to your DEI plans for 2023?

Key points.

1. Most of the community members, as many organizations in Finland, seem to be still in the quite early stages of the development, either phases 1 (awareness) or 2 (discovery)
2. Some of the members moving in between different stages but clear strategy and metrics were missing.
3. Commitment of the leadership team / management team was mentioned to be very crucial to drive the change.
4. Some of the focus areas for 2023 were overall strategy, metics, KPIs and systematic plan.

# Contact Us



hello@inklusiiv.com



inklusiiv.com



Inklusiv



@theinklusiiv



@inklusiiv

